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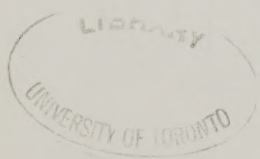
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Canada
Statistics
Miscellaneous statistics on
retail trade.
1935-39.





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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Miscellaneous Statistics

STATISTICS ON GROSS MARGINS

IN RETAIL TRADE, 1935.*Independent stores only.*

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Published by Authority of the Hon. W.D. Euler, M.P.,

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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS.

STATISTICS ON GROSS MARGINS IN RETAIL TRADE

For the second consecutive year, data have been secured in connection with the Census of Merchandising Establishments to show gross profit or gross margin in retail trade. This bulletin summarizes the results for independent retail stores and shows gross margins expressed as percentages of net sales in 1935 for stores in each of the several provinces classified according to the usual kind-of-business classifications. Corresponding figures for retail chains have already been published in a special report "Retail Chains in Canada, 1935".

Gross margin for all independent stores as a whole averaged 23.5 per cent of net sales in 1935 compared with 24.3 per cent in 1934. Gross margin as a percentage of net sales was lower in 1935 than in 1934 for 23 of the separate kind-of-business groupings for which figures are shown in the attached tables, higher in 1935 than in 1934 for 11 classifications and remained unchanged for 3. The higher gross margin percentage of net sales in 1934 as compared with 1935 may be attributed partly to the more rapid rise in price levels in the earlier year. (The Bureau's retail price index advanced 3.5 points from 70.4 in 1933 to 73.9 in 1934 compared with the much smaller advance of .4 points between 1934 and 1935.) Also contributing to the decline in gross margin for all independent store trade as a whole was the apparent pronounced reduction in gross profit for motor vehicle dealers from 19.6 per cent in 1934 to 16.7 per cent in 1935. The figures for these establishments represent the total gross margin covering all activities, including the sale of new and used cars, parts and accessories and also repairs. The decrease may be at least partly attributed to the disorganized state of the used car market with smaller profits or greater losses on such business.

Definition of Gross Margin

The term "gross margin" is used in this report to represent the amount remaining after deducting the net cost of goods sold from net sales. It is, therefore, the amount of money which a business firm secured from the year's operations to cover the expenses of doing business and provide a profit. In the case of firms operating at a loss, the gross margin may be insufficient to cover operating expenses. The net cost of goods sold was calculated for each firm from the net cost of goods purchased during the year as reported on the census schedules and from the inventory values at the beginning and close of the year. The net cost of goods purchased includes the invoice value less all returns, allowances and discounts, plus inward freight, duty, insurance in transit and all other expenses incidental to the receipt of goods. Operating expenses of the stores are, of course, excluded from the value of purchases. Table 1 shows gross margin as a percentage of sales (based upon the aggregate sales figures and aggregate cost of goods sold) for independent stores operating in a number of selected kinds of business. Dominion averages are shown for 1934 and 1935 together with the amount of change between the two years. Provincial figures are shown for 1935 only. Figures for some kinds of business are omitted in certain provinces as the number of reporting firms was too small to provide representative data.

It should be clearly recognized that these gross margin figures relate to the total business of stores grouped according to kind-of-business groupings and not to specified commodities. For example, gross margin for grocery stores for Canada as a whole in 1935 is shown in Table 1 as 16.8 per cent. This does not mean, of course, that the gross margin on every article sold in grocery stores formed 16.8 per cent of the sales of that commodity. For some commodities the gross margin ratio would be less than this figure and for others it would be more. But in the aggregate, including all commodities sold, gross margin formed 16.8 per cent of annual sales in grocery stores in 1935.

While the gross margin percentages shown in Table 1 are thought to be fairly typical of average operating results, certain factors should be kept in mind in considering the figures shown for certain kinds of business. For the Census of Merchandising Establishments, all stores are assigned to a kind-of-business classification based partly on the major commodities sold and partly according to popular designation. But not all stores within one classification are homogeneous in the relative proportions of various commodities which are sold. Different department stores sell varying proportions of grocery and meat products. Some candy and confectionery stores may provide meals while others may sell limited quantities of grocery products. The classification "Restaurants, cafeterias and lunch rooms" includes establishments selling varying proportions of candy and confectionery products in addition to the sale of meals. The gross margin figures for automobile dealers may be affected by varying trade-in values placed upon used cars and included in the value of purchases for the year. Some establishments (especially in the coal and wood business) may do a certain amount of business at wholesale prices so that the gross margin figures may be slightly lower than would be the case if all sales were on a retail basis.

Middle Range Figures

The figures shown in Table 1 are computed from the aggregate sales and aggregate gross margins of the reporting firms. That is, these are weighted averages in which the larger stores have more weight in determining the figures shown than have the smaller firms. Table 2 presents gross margin averages in the determination of which all firms have the same weight irrespective of their size. The number of stores included in the sample is shown for each kind of business and gross margin ratios are shown under three headings: "Lower Quartile", "Median", and "Upper Quartile". These figures were derived in the following way: Gross margin as a percentage of sales was first computed for each individual store. These percentages were then arranged in an array from smallest to largest and three percentages were picked out as follows: the figure one-quarter the total distance from the lower end of the array (The Lower Quartile), the figure half way through the array (The Median), and the figure three-quarters of the way through the array (The Upper Quartile). The median figure divides the array in half. The number of stores with a gross margin percentage of sales less than this figure is the same as the number of stores with a gross margin in excess of that figure. Obviously also, one-half the total number of stores will have a gross margin percentage of sales lying between the Lower and Upper Quartiles.

Table 2 shows that 1,389 grocery stores reported data for this study. The median figure for gross margin is 16.4 per cent of sales as compared with 16.8 per cent as obtained by the weighted method and shown in Table 1. The lower and upper quartiles are 13.5 per cent and 19.5 per cent respectively, indicating that one-quarter of the stores had a gross margin percentage of sales below the former figure, one-quarter of the total number of firms had a gross margin in excess of the latter figure, while one-half the stores (the middle half) had a gross margin ratio lying between 13.5 and 19.5 per cent of sales.

The lower and upper quartiles give a measure of the dispersion of the ratios for individual firms about the average figure. Fifty per cent of the grocery stores reporting had a gross margin percentage of sales lying between 13.5 per cent and 19.5 per cent or within a range of 6 points. Fifty per cent of the combination stores had a gross margin lying between 14.5 per cent and 20.9 per cent or within a range of 6.4 points. The corresponding range within which one-half the total number of units lie was

7.3 points for country general stores, 7.7 points for motor vehicle dealers, 8 points for drug stores and 8.9 points for furniture stores.

Distribution of Stores According to Gross Margin Percentage of Sales

The lower and upper quartile figures presented in Table 2 give some indication of the degree of concentration of gross margin percentages of net sales about a central value. The actual distributions of stores according to gross margin ratios in 1935 are shown in Table 3 for a number of selected kinds of business. These figures are interesting, not only in showing the degree of concentration about a central value but also in that they show the numbers of stores operating on either exceptionally low or high margins. The lack of homogeneity in the proportions of different types of merchandise carried by different stores classified under the same grouping has already been mentioned. In addition, it should be recognized that many of the stores reporting exceptionally low gross margins may have operated at a loss. Complete information on operating expenses for 1935 is not available. It is impossible to say, therefore, whether the amount of gross margin reported was always sufficient to pay the operating expenses of the store and to provide some additional profit on the year's business.

Gross Margin Ratios for Grocery Stores Classified According to Size of Locality and Amount of Annual Sales

For this analysis, those grocery stores reporting gross margin data for 1935 were classified, first, according to size of locality and, then, according to amount of annual sales. The gross margin percentage of net sales was computed for each size of locality and for each size-of-business grouping and the results are presented in Table 4. The Dominion and provincial averages shown in this table do not always check exactly with those presented in Table 1. In some instances, a combined gross margin figure covering two stores in the same province was reported by a firm. Such reports were included in the calculations shown in Table 1 but were omitted from the analysis by size of business and size of locality shown in Table 4.

In a general way, gross margin as a percentage of sales is greater in the larger-sized localities than in the smaller places. It decreases also as the size of business increases. Table 4 shows that for all sizes of business combined the ratio was 16.1 per cent for stores in places of less than 10,000 population; it was 16.4 per cent for stores in places of from 10,000 to 30,000 population, and 16.6 per cent for places of 30,000 population or more.

Gross margin formed 16.9 per cent of sales for stores with annual sales below \$20,000, 16.3 per cent for stores with sales between \$20,000 and \$30,000, and 16.2 per cent for stores with annual sales in excess of \$30,000. Figures by economic divisions, by size of locality and by amount of annual sales are given in Table 4 although, in some instances, the figures are withheld due to the lack of a sufficiently complete sample.

An examination of gross margins for stores belonging to voluntary chains as distinguished from those not thus affiliated revealed no consistent difference between the two types. A comparison for stores classified according to turnover rate also revealed no definite tendency. Nor did a comparison for grocery stores classified according to turnover rate reveal any definite tendency.

Table 1.--Gross Margin Percentages of Net Sales for Independent Stores in Selected Kinds of Business, by Provinces, 1935
(Gross margins based upon aggregate sales and aggregate gross margins of the reporting firms)

Kind of Business	Canada				1935							B.C.
	1934	1935	Change	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	
Candy and confectionery stores	30.3	30.4	+ .1	(X)	24.1	27.7	36.1	33.1	24.8	(X)	23.5	31.4
Fruit and vegetable stores	20.7	19.7	-1.0	(X)	(X)	(X)	22.2	18.9	(X)	(X)	(X)	21.1
Grocery stores	17.0	16.8	- .2	16.1	17.5	15.2	18.3	16.7	17.1	16.2	15.5	15.6
Combination stores	18.0	17.9	- .1	(X)	17.0	16.0	18.2	18.5	16.5	16.8	15.3	16.1
Meat markets	23.2	21.9	-1.3	(X)	21.3	20.0	21.9	21.2	22.2	25.5	25.1	22.2
Country general stores	16.4	15.6	- .8	15.9	15.1	15.3	15.9	15.8	14.2	15.6	15.8	16.0
Department stores	29.1	28.9	- .2	(X)	30.4	28.3	30.3	29.7	(X)	29.7	28.1	27.8
Dry goods stores	26.1	26.3	+ .2	(X)	24.9	28.2	24.2	27.0	24.8	(X)	(X)	28.1
General merchandise stores	19.2	19.0	- .2	(X)	26.0	(X)	19.4	20.0	19.6	19.7	17.2	17.8
Motor vehicle dealers	19.6	16.7	-2.9	17.3	17.6	18.3	16.4	16.1	16.7	18.0	17.0	18.5
Motor vehicle dealers with farm implements	20.6	17.3	-3.3	(X)	(X)	(X)	(X)	(X)	(X)	17.4	17.1	(X)
Accessories, tires and batteries	32.5	33.2	+ .7	(X)	(X)	(X)	34.5	31.6	(X)	(X)	29.0	(X)
Filling stations	19.2	18.8	- .4	(X)	16.6	17.7	19.4	18.4	18.0	21.2	19.3	19.8
Men's and boys' clothing stores	35.0	29.6	-5.4	(X)	(X)	(X)	29.6	29.7	(X)	(X)	(X)	(X)
Men's furnishings stores	29.5	28.8	- .7	(X)	(X)	(X)	28.7	29.0	(X)	(X)	(X)	(X)
Men's clothing and furnishings stores	28.1	28.2	+ .1	(X)	27.4	27.2	28.5	28.1	30.0	26.2	27.8	30.1
Custom tailors	55.5	55.1	- .4	(X)	(X)	(X)	55.9	55.6	50.8	(X)	(X)	(X)
Family clothing stores	26.0	25.9	- .1	25.6	25.4	24.5	25.5	26.6	22.5	25.3	27.7	27.8
Women's ready-to-wear stores	28.5	28.6	+ .1	(X)	27.5	21.6	28.1	28.6	24.6	28.8	29.5	30.5
Hosiery, corsets, lingerie	28.7	29.4	+ .7	(X)	(X)	(X)	30.6	28.5	(X)	(X)	(X)	(X)
Millinery stores	46.4	46.4	(a)	(X)	(X)	(X)	50.4	49.3	(X)	(X)	(X)	(X)
Furriers - fur shops	40.4	40.4	(a)	(X)	(X)	(X)	43.1	39.2	(X)	(X)	(X)	34.3
Shoe stores	27.6	27.7	+ .1	(X)	24.3	25.7	25.7	27.8	31.0	28.2	29.7	31.0
Hardware stores	26.4	25.3	-1.1	(X)	21.6	21.9	24.7	26.2	25.1	25.7	22.9	26.1
Lumber and building material dealers	28.2	27.7	- .5	(X)	25.7	31.2	28.7	27.6	26.4	26.0	28.2	27.5
Lumber and building materials with coal and wood	25.7	25.0	-2.7	(X)	(X)	(X)	27.5	24.0	24.7	26.6	(X)	25.7
Furniture stores	32.6	32.6	(a)	(X)	33.7	35.6	32.8	33.2	(X)	(X)	28.4	33.2
Radio and music stores	36.1	34.6	-1.5	(X)	42.8	(X)	34.0	34.0	(X)	(X)	36.0	36.4
Restaurants, cafeterias and lunch rooms	43.6	42.5	-1.1	(X)	41.9	35.7	43.9	44.5	41.2	37.1	39.2	42.6
Book stores	30.4	30.9	+ .5	(X)	(X)	33.5	30.7	32.2	(X)	(X)	(X)	25.4
Coal and wood yards	21.2	20.5	- .7	(X)	18.3	27.3	18.3	20.3	21.6	22.8	(X)	26.5
Drug stores	30.3	30.0	- .3	(X)	28.1	30.0	30.4	29.7	29.3	30.0	31.1	31.9
Jewellery stores	40.2	41.1	+ .9	(X)	39.8	36.1	39.5	42.3	33.7	42.5	40.0	44.8
Office and school supplies	39.0	38.8	- .2	(X)	(X)	(X)	40.9	38.1	(X)	(X)	(X)	(X)
Office and store mechanical appliances	52.0	52.1	+ .1	(X)	(X)	(X)	(X)	53.4	(X)	(X)	(X)	(X)
Typewriter dealers	51.3	51.6	+ .3	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Tobacco stores and stands	19.7	19.2	- .5	(X)	21.6	20.6	18.2	19.3	(X)	19.9	24.9	19.1

An (X) indicates that the number of reporting firms was too small to provide representative gross margin data.

(a) No change.

Table 2.--Middle Range Gross Margin Ratios, by Kinds of Business and Provinces, 1935

Kind of Business		Canada	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
Grocery Stores	(Number stores reporting	1,389	45	40	358	547	67	85	92	147
	(Lower Quartile	13.5	13.1	12.3	13.7	13.6	13.3	13.2	13.4	13.0
	(Median	16.4	17.3	15.6	16.8	16.5	16.5	15.8	15.8	16.0
	(Upper Quartile	19.5	20.0	19.5	20.5	19.6	19.0	17.8	18.0	18.9
Combination Stores	(Number stores reporting	1,202	70	55	420	508	55	30	29	31
	(Lower Quartile	14.5	12.2	14.0	15.1	14.5	11.9	12.3	12.0	15.0
	(Median	17.6	17.0	15.7	18.5	17.5	16.5	15.5	15.8	17.3
	(Upper Quartile	20.9	20.5	18.3	21.5	20.7	19.7	20.7	19.0	20.4
Meat Markets	(Number stores reporting	664	13	12	110	295	31	38	72	90
	(Lower Quartile	18.9	16.0	13.6	19.1	18.6	20.3	20.3	20.0	19.0
	(Median	22.6	20.9	21.9	21.8	21.7	24.0	26.3	25.1	23.8
	(Upper Quartile	26.9	26.2	29.0	25.8	25.7	25.9	30.2	30.7	27.4
Country General Stores	(Number stores reporting	2,416	135	114	352	529	180	516	373	298
	(Lower Quartile	11.8	11.0	11.8	12.0	11.3	10.8	12.2	12.3	12.6
	(Median	15.4	14.8	14.7	15.8	15.5	14.0	15.4	15.6	15.6
	(Upper Quartile	19.1	18.7	18.6	20.7	19.4	17.7	18.7	18.8	18.9
Motor Vehicle Dealers	(Number stores reporting	905	46	30	121	405	46	79	94	80
	(Lower Quartile	13.7	14.5	11.1	13.1	13.2	15.0	14.6	15.0	15.0
	(Median	16.9	17.4	15.2	17.0	16.0	17.8	18.0	17.5	19.2
	(Upper Quartile	21.5	22.3	21.0	21.3	20.0	22.0	23.0	21.0	25.0
Men's and Boys' Clothing and Furnishings	(Number stores reporting	450	37	14	71	207	21	29	29	37
	(Lower Quartile	23.2	22.4	24.3	21.0	23.6	21.6	23.0	24.0	23.1
	(Median	27.0	27.9	25.4	26.0	27.6	25.9	25.5	27.0	28.9
	(Upper Quartile	30.8	31.2	31.0	32.0	31.2	32.4	28.8	29.3	32.0
Women's Ready-to-Wear	(Number stores reporting	345	22	16	61	162	14	13	21	35
	(Lower Quartile	25.2	25.2	19.0	21.6	23.0	26.9	21.5	22.6	27.6
	(Median	27.9	29.2	23.6	27.1	26.9	30.4	28.7	29.9	30.0
	(Upper Quartile	32.1	32.1	26.0	31.7	31.4	34.8	31.0	34.7	36.8
Shoe Stores	(Number stores reporting	301	18	9	69	137	14	11	14	26
	(Lower Quartile	23.7	22.8	22.2	20.8	23.6	29.2	26.6	27.0	28.6
	(Median	28.4	24.8	26.1	27.0	28.5	30.6	27.6	30.0	31.5
	(Upper Quartile	32.0	27.6	28.1	33.0	31.6	32.0	31.1	32.3	37.1
Hardware Stores	(Number stores reporting	746	15	19	133	328	31	85	75	58
	(Lower Quartile	21.3	18.0	19.8	21.0	21.5	20.2	21.0	20.1	23.0
	(Median	25.7	25.0	22.0	26.0	26.4	24.8	24.8	23.6	27.8
	(Upper Quartile	30.0	27.5	25.0	30.7	30.8	28.7	28.3	26.9	32.0
Coal and Wood Yards	(Number stores reporting	621	23	19	112	342	45	29	5	43
	(Lower Quartile	16.8	16.5	20.0	15.5	16.6	19.3	21.4	(X)	20.6
	(Median	20.6	19.1	27.2	19.3	19.9	22.4	24.6	(X)	26.0
	(Upper Quartile	24.6	24.0	33.4	23.7	23.0	25.7	26.6	(X)	32.5
Drug Stores	(Number stores reporting	885	39	37	138	407	55	62	76	62
	(Lower Quartile	25.7	24.7	24.0	26.9	25.6	25.5	25.5	26.6	26.0
	(Median	29.7	28.7	29.3	31.1	29.0	29.5	29.9	30.6	31.2
	(Upper Quartile	33.7	32.9	34.0	35.7	32.7	32.5	34.5	35.9	36.0
Furniture Stores	(Number stores reporting	199	15	8	43	88	4	7	13	21
	(Lower Quartile	27.3	28.0	34.0	26.8	27.6	(X)	(X)	(X)	24.7
	(Median	31.0	30.0	34.5	31.0	31.2	(X)	(X)	(X)	30.0
	(Upper Quartile	36.2	36.2	37.7	37.8	36.0	(X)	(X)	(X)	34.8

The number of firms reporting for Prince Edward Island was too small to permit this analysis.

An (X) indicates that the number of stores reporting was too small to permit this analysis.

Table 3.--Distribution of Stores in Selected Kinds of Business According to Gross Margin Percentage of Net Sales, Canada, 1935

Gross Margin Percentage of Net Sales, 1935	Grocery Stores			Combination Stores			Country General Stores			Motor Vehicle Dealers		
	Per cent		Cumulative	Per cent		Cumulative	Per cent		Cumulative	Per cent		Cumulative
	No.	cent		No.	cent		No.	cent		No.	cent	
Total Number Reporting	1,389	100.0	-	1,202	100.0	-	2,416	100.0	-	905	100.0	-
Gross Margin Percentage --												
Less than 6	19	1.4	1.4	8	.7	.7	72	3.0	3.0	10	1.1	1.1
6 - 7.9	24	1.7	3.1	15	1.2	1.9	78	3.2	6.2	19	2.1	3.2
8 - 9.9	50	3.7	6.8	34	2.8	4.7	219	9.1	15.3	48	5.3	8.5
10 - 11.9	113	8.1	14.9	80	6.7	11.4	267	11.1	26.4	60	6.6	15.1
12 - 13.9	108	13.5	28.4	121	10.1	21.5	317	13.1	39.5	102	11.3	26.4
14 - 15.9	257	18.5	46.9	184	15.3	36.8	366	15.2	54.7	154	17.0	43.4
16 - 17.9	232	16.7	63.6	199	16.6	53.4	353	14.6	69.3	129	14.3	57.7
18 - 19.9	219	15.8	78.4	189	15.7	69.1	265	11.0	80.3	100	11.1	68.8
20 - 21.9	114	8.2	87.6	136	13.0	82.1	192	7.9	88.2	76	8.4	77.2
22 - 23.9	66	4.8	92.4	83	6.9	89.0	95	3.9	92.1	57	6.3	83.5
24 - 25.9	41	2.9	95.3	53	4.4	93.4	73	3.0	95.1	46	5.1	88.6
26 - 27.9	21	1.5	96.8	35	2.9	96.3	43	1.8	96.9	29	3.2	91.8
28 - 29.9	13	.9	97.7	16	1.3	97.0	36	1.5	98.4	20	2.2	94.0
30 - 31.9	17	1.2	98.9	16	1.3	98.3	15	.6	99.0	13	1.4	95.4
32 and over	15	1.1	100.0	21	1.7	100.0	25	1.0	100.0	42	4.6	100.0

Gross Margin Percentage of Net Sales, 1935	Meat Markets			Men's & Boys' Clothing & Furnishings			Women's Ready-to-wear			Shoe Stores			Hardware Stores			Coal and Wood Yards			Drug Stores		
	Per cent		Cumulative	Per cent		Cumulative	Per cent		Cumulative	Per cent		Cumulative	Per cent		Cumulative	Per cent		Cumulative	Per cent		Cumulative
	No.	cent		No.	cent		No.	cent		No.	cent		No.	cent		No.	cent		No.	cent	
Total Number Reporting	664	100.0	-	450	100.0	-	345	100.0	-	301	100.0	-	746	100.0	-	621	100.0	-	885	100.0	-
Gross Margin Percentage --																					
Less than 12	26	3.9	3.9	7	1.5	1.5	3	.9	.9	4	1.3	1.3	20	2.7	2.7	42	6.8	6.8	6	.7	.7
12 - 13.9	22	3.3	7.2	8	1.8	3.3	7	2.0	2.9	2	.7	2.0	14	1.9	4.6	30	4.8	11.6	6	.7	1.4
14 - 15.9	32	4.8	12.0	7	1.5	4.8	7	2.0	4.9	11	3.7	5.7	30	4.0	8.6	55	8.9	20.5	9	1.0	2.4
16 - 17.9	49	7.4	19.4	7	1.5	6.3	14	2.3	7.2	18	2.7	8.4	32	4.3	12.9	69	11.2	31.7	14	1.6	4.0
18 - 19.9	81	12.2	31.6	22	4.9	11.2	18	4.1	11.3	14	4.6	13.0	41	5.5	18.4	89	14.3	46.0	21	2.4	6.4
20 - 21.9	100	15.1	46.7	35	7.8	19.0	28	8.1	19.4	16	5.3	18.3	79	10.6	29.0	78	12.6	60.3	30	3.4	9.8
22 - 23.9	74	11.1	57.8	44	9.8	28.8	33	9.6	29.0	24	8.0	26.3	101	10.9	39.9	77	12.6	72.9	55	6.2	16.0
24 - 25.9	83	12.5	70.3	63	14.0	42.8	36	10.4	39.4	26	8.6	34.9	92	12.3	52.2	70	12.6	80.5	92	10.4	26.4
26 - 27.9	66	9.9	80.2	61	13.6	56.4	48	13.9	50.4	38	12.6	47.5	89	11.9	64.1	35	5.6	86.1	106	12.0	38.4
28 - 29.9	49	7.4	87.6	66	14.7	71.1	38	13.0	64.3	44	14.6	62.1	84	11.3	75.4	19	3.1	89.2	122	13.8	52.2
30 - 31.9	31	4.7	92.3	44	9.8	80.9	35	10.1	74.4	40	13.3	75.4	60	8.0	83.4	15	2.4	91.6	121	13.6	65.8
32 - 33.9	23	3.5	95.8	36	8.0	88.9	32	9.3	83.7	28	9.3	84.7	55	7.0	90.8	12	1.9	93.5	96	10.8	76.6
34 - 35.9	14	2.1	97.9	24	5.3	94.2	20	5.8	89.5	18	6.0	90.7	20	2.7	93.5	9	1.4	94.9	70	7.9	84.5
36 - 37.9	3	.5	98.4	12	2.7	96.9	11	3.2	92.7	14	4.7	95.4	18	2.4	95.9	5	.8	95.7	60	6.8	91.3
38 - 39.9	4	.6	99.0	6	1.3	98.2	12	3.5	96.2	4	1.3	96.7	13	1.7	97.6	7	1.1	96.8	37	4.2	95.5
40 and over	7	1.0	100.0	8	1.8	100.0	13	3.8	100.0	10	3.3	100.0	18	2.4	100.0	20	3.2	100.0	40	4.5	100.0

Table 3.--Distribution of Stores in Selected Kinds of Business According to Gross Margin Percentage of Net Sales, Canada, 1935 (Continued) --

Gross Margin Percentage of Net Sales, 1935	Furniture Stores			Department Stores		
	No.	Per cent	Cumulative per cent	No.	Per cent	Cumulative per cent
Total Number Reporting	199	100.0	-	91	100.0	-
Gross Margin Percentage --						
Less than 18	5	2.5	2.5	9	9.9	9.9
18 - 19.9	3	1.5	4.0	3	3.3	13.2
20 - 21.9	6	3.0	7.0	6	6.6	19.8
22 - 23.9	4	2.0	9.0	3	3.3	23.1
24 - 25.9	18	9.0	18.0	12	13.2	36.3
26 - 27.9	22	11.0	29.0	12	13.2	49.5
28 - 29.9	30	15.0	44.0	20	21.9	71.4
30 - 31.9	23	11.5	55.5	9	9.9	81.3
32 - 33.9	19	9.5	65.0	7	7.7	89.0
34 - 35.9	18	9.0	74.0	6	6.6	95.6
36 - 37.9	20	10.0	84.0	1	1.1	96.7
38 - 39.9	9	4.5	88.5	1	1.1	97.8
40 and over	22	11.5	100.0	2	2.2	100.0

Table 4.--Gross Margin Percentage of Net Sales for Grocery Stores Classified by Economic Divisions, by Size of Locality and by Amount of Annual Sales 1935

Economic Division and Size of Locality	Stores Having Annual Sales of --				
	Total, all stores reporting	Less than \$20,000	\$20,000 - \$29,999	\$30,000 - \$49,999	\$50,000 and over
.....	%	%	%	%	%
CANADA, Total	16.4	16.9	16.3	16.2	16.2
Places with population of --					
Less than 10,000	16.1	16.7	16.2	15.8	15.9
10,000 - 30,000	16.4	17.9	16.1	15.5	16.6
30,000 and over	16.6	16.8	16.3	16.9	16.3
Maritime Provinces, Total	16.2	17.3	14.7	14.9	17.6
Places with population of --					
Less than 10,000	16.1	18.3	13.9	15.7	16.6
10,000 - 30,000	17.0	(X)	(X)	(X)	(X)
30,000 and over	15.8	(X)	(X)	(X)	(X)
Quebec, Total	16.8	17.9	16.4	16.4	16.7
Places with population of --					
Less than 10,000	16.3	16.5	17.1	(X)	(X)
10,000 - 30,000	16.4	(X)	(X)	(X)	(X)
30,000 and over	17.0	17.6	16.2	16.9	17.8
Ontario, Total	16.4	16.6	16.5	16.6	15.9
Places with population of --					
Less than 10,000	16.2	16.4	16.2	15.9	16.4
10,000 - 30,000	16.6	17.8	16.8	16.5	15.6
30,000 and over	16.6	16.3	16.7	17.5	15.7
Frairie Provinces, Total	15.9	15.8	15.6	15.7	17.0
Places with population of --					
Less than 10,000	15.9	16.4	15.1	14.8	(X)
10,000 - 30,000	16.1	16.0	15.1	(X)	(X)
30,000 and over	15.9	15.5	16.1	16.3	15.8
British Columbia, Total	15.9	17.3	16.8	15.9	14.5
Places with population of --					
Less than 10,000	15.8	16.8	17.9	15.5	14.7
10,000 - 30,000	12.6	13.2	9.8	-	13.0
30,000 and over	16.5	17.7	15.8	16.9	14.5

An (X) indicates that the number of stores reporting was too small to permit this analysis.

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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MISCELLANEOUS STATISTICS

ON

RETAIL TRADE

1936

Gross Margins

Customers' Accounts Outstanding

Salaries and Wages

Stocks on Hand.

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Published by Authority, of the Hon. W.D. Euler, M.P.,
Minister of Trade and Commerce.

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Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS - CANADA

Dominion Statistician: R.H. Coats, LL.D., F.R.S.C., F.S.S. (Hon.)

Internal Trade Branch

Chief: H. Marshall, B.A., F.S.S.

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Miscellaneous Statistics on Retail Trade, 1936

I.--Gross Margins in Retail Trade

Gross margin in the retail trade of Canada as a whole averaged 24.3 per cent of net sales in 1936, unchanged from the preceding year. That is to say, out of every dollar spent by the consumer in retail stores, 24.3 cents went to cover the costs of doing business and to provide a profit for the merchant. The remaining 75.7 cents represents the amount which the retailer paid for the goods comprising the one dollar sale.

Each retail firm, when making its return for the Census of Merchandising, reported its annual net sales, value of stocks on hand at the beginning and end of the year and the amount paid for goods purchased during the year. Cost of goods purchased includes the invoice value less all returns, allowances or discounts, plus inward freight, duty, insurance in transit and all other expenses incidental to the receipt of goods. Operating expenses of the business are not included in the cost of goods purchased. Cost of goods sold was calculated in the usual way by adding to the cost of purchases the inventory value at the beginning of the year and then deducting the year-end inventory. Gross margin was then obtained by deducting from net sales the calculated value for cost of goods sold.

Figures for 1936 for individual lines of business amongst independent stores reveal but minor changes from 1935. Only six of the 33 separate kind-of-business classifications, for which figures have been compiled, show a change of as much as one point in the percentage that gross margin formed of net sales. And in no case did the change amount to as much as two points. Average gross margin for all independent stores, in which the ratio for each kind of business is weighted in proportion to its sales in the total trade, was 23.5 per cent of sales in 1936 compared with 23.3 per cent in 1935. Gross margin for motor vehicle dealers declined slightly from 16.9 per cent of sales in 1935 to 16.6 per cent in 1936. The ratio for department stores remained practically unchanged at 29.1 per cent in 1936 compared with 29.0 per cent in the preceding year. Grocery stores operated on an average margin of 16.4 per cent of sales in 1936. The ratio was 17.6 per cent for combination stores and 22.5 per cent for meat markets. The meat business has a number of characteristics which differentiate it from the grocery business. Waste and perishability are more serious factors. A more highly paid personnel is required as well as more elaborate equipment. The higher gross margin for meat markets as compared with that for grocery stores may be attributed to these factors rather than to any differences in managerial proficiency in the different types of stores. Ratios for stores in the clothing group were 28.2 per cent for stores carrying men's clothing and furnishings, 28.4 per cent for stores specializing in women's ready-to-wear, and 29.2 per cent for shoe stores. Custom tailors operated on a margin of 57.2 per cent while the ratio for furriers was 40.1 per cent. Higher ratios in these cases are due to the more extensive processing operations carried on in these stores. Gross margin ratios for a number of other important lines of business for 1936 are as follows: Hardware stores, 25.7 per cent; furniture stores, 32.3 per cent; radio and music stores, 34.3 per cent; coal and wood yards, 21.1 per cent; drug stores, 29.9 per cent; and jewellery stores, 41.0 per cent. Country general stores continue to operate on the lowest gross margin ratio of all kinds of business for which figures are available. In this instance, the ratio was 16.1 per cent.

Chain companies buy a greater proportion of goods direct from the manufacturer or grower than do independent stores. To the extent that chains buy direct from manufacturers and maintain central warehouses from

which their stores are stocked, they perform the combined functions of wholesalers and retail merchants. Since chains perform this dual function, at least to a certain degree, it is natural for gross margins for chains to be generally higher than those for independent stores carrying on the same kind of business. Thus, gross margin for combination stores in 1936 was 17.6 per cent of sales for independents compared with 20.5 per cent for chains. In the straight grocery field gross margin for chains and independents was identical at 16.4 per cent. But very few large grocery chains are now in operation. The transition from grocery to combination units has resulted in the transfer of most of the larger companies to the combination store type of chain. A comparison of gross margin percentages of sales for chains and independents in corresponding lines of business is given below:

Gross Margin Percentages of Sales for Chain Stores
and Independent Stores for Selected Kinds of Business, 1936.

	Chain Stores	Independent Stores
	%	%
Grocery	16.4	16.4
Combination	20.5	17.6
Meat markets	22.9	22.5
Women's ready-to-wear	32.0	28.4
Shoe stores	30.2	29.2
Hardware stores	26.8	24.3
Drug stores	31.1	29.9
Tobacco stores	24.9	21.4

II.--Customers' Accounts Outstanding, December 31, 1936.

Customers' accounts outstanding on retail merchants' books totalled \$227,162,500 on December 31, 1936, exceeding by 3.8 per cent the amount recorded for the corresponding date in 1935. This increase in outstanding accounts may be attributed to the general gain in the total retail trade including cash credit and installment sales rather than to an increase in the proportion of business transacted on a credit basis or to any decline in the promptness with which accounts were paid. Accounts outstanding at the end of 1936 formed 10.3 per cent of the total annual sales which were \$2,202,202,000. If the amount outstanding on December 31 may be taken as representative of average conditions throughout the year, it may be estimated that the unpaid balance on customers' accounts is equivalent to the value of the total business transacted during a five-week period. Figures given in this report relate only to accounts outstanding on retail merchants' books. They do not include accounts carried by non-merchandising firms such as the amounts due financing corporations as part payment in the sale of motor vehicles or other goods. Accounts written off are also excluded. The figures shown for outstanding accounts are not, of course, synonymous with the total credit or instalment sales. They represent the unpaid balances on December, 1936, on credit or instalment purchases made prior to or during that year.

Provincial distribution of the amounts owing to retailers in the different provinces is as follows: Ontario, \$82,689,100; Quebec, \$50,023,000; Saskatchewan, \$23,615,900; British Columbia, \$18,905,300; Alberta, \$16,778,600; Manitoba, \$14,337,600; Nova Scotia, \$9,898,000; New Brunswick, \$8,866,300; and Prince Edward Island, \$1,779,400. Decreases in amounts outstanding were reported for Prince Edward Island, Saskatchewan and Alberta notwithstanding increases in the total retail trade of these provinces. The rate of increase in accounts outstanding was less than that for sales in Manitoba and British Columbia, while in other provinces the two rates of increase were about the same.

Reflecting increased agricultural revenue, the amount owing to country general stores declined 2.1 per cent from \$31,870,400 at the end of 1935 to \$31,203,300 at the end of 1936. On the other hand, the more extensive instalment selling in department stores resulted in an increase of 13.8 per cent in the amount of accounts outstanding on the books of these firms. The amount at the end of 1936 was \$19,410,700. Accounts outstanding on the books of stores in the furniture and household group totalled \$35,491,700, or 5.2 per cent higher than at the end of the preceding year, an increase considerably less, however, than the 10.7 per cent

increase in sales. There was \$32,520,700 owing to merchants in the lumber and building materials group, comprised chiefly of hardware merchants and lumber and building material dealers. Amounts owing in other important lines of business with per cent changes from the preceding year are as follows: grocery and combination stores, \$17,630,500 (-0.3 per cent); motor vehicle dealers, \$19,615,000 (+7.5 per cent); coal and wood yards, \$11,166,800 (+0.2 per cent).

III.--Salaries and Wages in Retail Trade

Salaries and wages paid to employees in retail merchandising establishments increased 7.0 per cent from \$204,227,000 in 1935 to \$218,525,000 in 1936. The rate of increase in wage payments was similar to that in the total dollar value of sales which was 7.2 per cent. All provinces reported increases in the total payments for salaries and wages. Saskatchewan and British Columbia reported the best improvement, each with a gain of 9.4 per cent while the increase in Alberta was lowest at 4.9 per cent. The salary and wage figures reported to the Census of Merchandising include payments made to both full-time and part-time employees, but they do not include the compensation of proprietors actively engaged in their own stores.

IV.--Stocks on Hand and Stock Turnover Rate

Stocks on hand in retail stores at cost or replacement value at the end of 1936 are estimated at \$413,025,000 or 5.2 per cent higher than at the close of the preceding year. Stocks on hand at the end of 1930 were valued at \$483,627,500, according to results of the complete Census of Merchandising which was taken for that year.

Rate of stock-turn has been calculated by dividing the average of the year-end inventories into the annual sales which have been first adjusted to a cost price basis by means of the gross margin data which are now available. Results for 1935 and 1936 for independent stores in a number of lines of trade are given below. The accuracy of the figures is dependent upon the extent to which the average of the year-end inventories is representative of average inventory carried throughout the year. The following table reveals but minor difference in rate of stock-turn for the two years.

Rate of Stock-Turn--Independent Stores, 1935 and 1936.

Kind of Business	Rate of Stock-Turn, (Times)	
	1935	1936
Candy and confectionery stores	8.0	9.2
Fruit and vegetable stores	23.5	21.1
Grocery stores	8.3	8.4
Combination stores	12.4	12.2
Meat markets	28.4	27.4
Country general stores	2.9	3.0
Department stores	4.9	5.1
Automobile dealers	9.7	9.1
Filling stations	17.6	17.0
Men's and boys' clothing and furnishings' stores	2.1	2.1
Family clothing stores	2.2	2.2
Women's ready-to-wear stores	3.8	3.7
Millinery stores	4.2	4.8
Furriers--fur shops	2.1	2.2
Shoe stores	1.8	1.8
Hardware stores	1.8	1.9
Lumber and building material dealers	2.9	3.2
Lumber and building material dealers, with coal and wood	4.4	4.5
Furniture stores	2.7	2.9
Radio and music stores	2.8	3.1
Book stores	1.7	1.9
Drug stores	2.3	2.4
Jewellery stores	0.9	1.0
Tobacco stores and stands	5.7	5.8

Table 1.--Gross Margin Percentages of Net Sales for Independent Stores in Selected Kinds of Business, by Provinces, 1936.
(Gross margins based upon aggregate sales and aggregate gross margins of the reporting firms)

Kind of Business	Canada					1936						
	1935	1936	Change	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
Candy and confectionery stores	29.7	29.5	- 0.4	(X)	24.7	27.3	31.6	31.9	24.8	(X)	34.4	23.8
Fruit and vegetable stores	18.7	18.6	- 0.1	(X)	(X)	(X)	18.6	18.4	(X)	(X)	(X)	21.3
Grocery stores	16.5	16.4	- 0.1	15.1	18.4	15.3	16.9	16.6	16.6	16.4	15.1	15.2
Combination stores	22.3	22.5	+ 0.2	16.0	16.7	17.1	18.1	17.8	16.4	16.3	15.5	16.9
Meat markets	15.6	16.1	+ 0.5	18.5	17.0	14.8	16.2	15.9	15.2	16.1	16.4	16.2
Country general stores	29.0	29.1	+ 0.1	(X)	30.8	28.5	30.9	29.9	(X)	30.0	28.3	26.8
Department stores	16.9	16.6	- 0.3	18.2	16.2	14.4	16.2	16.3	15.9	16.2	17.3	19.4
Automobile dealers	17.4	16.0	- 1.4	(X)	(X)	(X)	(X)	(X)	(X)	17.5	15.7	(X)
Automobile dealers with farm implements	33.7	32.7	- 1.0	(X)	(X)	(X)	36.4	30.7	(X)	(X)	31.0	(X)
Accessories, tires and batteries	18.4	19.6	+ 1.2	(X)	17.8	17.4	18.9	20.8	18.7	16.4	17.9	20.6
Filling stations	29.1	30.3	+ 1.2	(X)	(X)	(X)	28.1	30.4	(X)	(X)	(X)	(X)
Men's and boys' clothing stores	30.2	29.6	- 0.5	(X)	(X)	(X)	29.5	30.1	(X)	(X)	(X)	(X)
Men's furnishings stores	27.7	28.2	+ 0.5	(X)	26.7	25.4	29.2	27.8	27.6	26.6	28.0	30.2
Men's and boys' clothing and furnishings stores	55.5	57.2	+ 1.7	(X)	(X)	(X)	58.1	57.0	60.4	(X)	(X)	56.3
Custom tailors and made-to-measure clothing	26.1	26.8	+ 0.7	27.5	27.2	23.8	26.4	27.9	25.0	24.0	27.3	28.2
Family Clothing stores	28.6	28.4	- 0.2	(X)	25.4	21.4	28.4	28.8	32.5	28.9	26.9	29.7
Women's ready-to-wear stores	29.2	28.6	- 0.6	(X)	(X)	(X)	28.8	27.3	(X)	(X)	(X)	(X)
Hosiery, corsets, lingerie	44.3	45.1	+ 0.8	(X)	(X)	(X)	50.7	49.3	(X)	(X)	(X)	(X)
Millinery stores	41.0	40.1	- 0.9	(X)	(X)	(X)	42.4	41.3	(X)	(X)	(X)	32.5
Furriers--fur shops	28.4	29.2	+ 0.8	(X)	27.6	23.9	26.9	28.7	30.6	28.4	29.1	34.5
Shoe stores	25.2	25.7	+ 0.5	(X)	25.3	22.6	25.5	26.2	25.9	25.5	25.2	27.6
Hardware stores	27.2	26.9	- 0.3	(X)	25.3	33.2	24.9	27.1	28.5	26.6	30.1	27.2
Lumber and building materials	24.7	24.5	- 0.4	(X)	(X)	(X)	29.0	23.2	24.5	24.3	(X)	23.2
Lumber and building materials, coal and wood	32.8	32.5	- 0.5	(X)	33.1	32.9	34.4	31.2	31.4	(X)	30.6	31.1
Furniture stores	35.2	34.3	- 0.9	(X)	39.9	(X)	33.3	33.8	35.4	(X)	31.2	35.2
Radio and music stores	42.3	42.0	- 0.3	(X)	40.1	35.2	43.8	44.5	41.0	36.9	38.4	41.1
Restaurants, cafeterias and eating places	30.7	30.9	+ 0.2	(X)	(X)	(X)	31.4	32.5	35.4	(X)	31.4	25.7
Book stores	20.0	21.1	+ 1.1	(X)	18.7	20.6	17.5	22.0	20.7	21.2	(X)	29.1
Coal and wood yards (including ice)	29.8	29.9	+ 0.1	(X)	29.5	30.5	31.6	29.1	30.3	29.3	31.0	30.6
Drug stores	41.2	41.0	- 0.2	(X)	39.9	42.1	42.4	40.3	38.6	41.9	39.0	44.2
Jewellery stores	40.5	38.8	- 1.7	(X)	(X)	(X)	39.3	37.9	37.9	(X)	(X)	(X)
Office, school and store supplies and equipment dealers	20.8	21.4	+ 0.6	(X)	21.5	22.3	20.9	22.7	(X)	18.6	21.1	19.7
Tobacco stores and stands												

An (X) indicates that the number of reporting firms was too small to provide representative gross margin data.

Table 2.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1936, by Provinces

Province	Retail Sales, 1936		Accounts Outstanding, December 31, 1936.		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
CANADA (2)	2,202,202,000	+ 7.2	227,162,500	10.3	+ 3.8
Prince Edward Island	11,351,000	+14.6	1,779,400	15.7	- 6.3
Nova Scotia	87,099,000	+ 7.2	9,898,000	11.4	+ 9.0
New Brunswick	66,965,000	+ 8.6	8,866,300	13.2	+ 7.4
Quebec	498,143,000	+ 7.3	50,023,000	10.0	+ 7.9
Ontario	913,223,000	+ 6.4	82,689,100	9.1	+ 5.6
Manitoba	148,541,000	+ 6.9	14,337,600	9.7	+ 1.0
Saskatchewan	130,621,000	+ 9.2	23,615,900	18.1	- 6.0
Alberta	136,522,000	+ 5.5	16,778,600	12.3	- 2.0
British Columbia	207,768,000	+10.3	18,905,300	9.1	+ 4.3

(1) Per cent change from preceding year.

(2) Includes Yukon and Northwest Territories.

Table 3.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1936, by Types of Operation.

Type of Operation and Kind of Business	Retail Sales, 1936		Accounts Outstanding, December 31, 1936		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
All Stores, Total	2,202,202,000	+ 7.2	227,162,500	10.3	+ 3.8
Independent stores	1,807,267,000	+ 7.0	195,732,100	10.8	+ 4.0
Chain stores	394,935,000	+ 8.5	31,430,400	8.0	+ 3.1
Grocery and combination stores, Total	325,261,000	+ 4.2	17,630,500	5.4	- .3
Independent stores	217,915,100	+ 3.4	16,523,600	7.6	- .7
Chain stores	107,345,900	+ 5.8	1,106,900	1.0	+ 6.3
Shoe Stores, Total	28,592,000	+ 4.2	715,900	2.5	- 1.1
Independent stores	19,260,400	+ 1.5	663,000	3.5	- .4
Chain stores	9,331,600	+10.5	52,900	.6	- 9.6
Drug Stores, Total	64,055,000	+ 4.4	2,283,400	3.6	+ 3.1
Independent stores	51,183,400	+ 4.1	2,153,700	4.2	+ 2.8
Chain stores	12,871,600	+ 5.8	129,700	1.0	+ 7.3

(1) Per cent change from preceding year.

Table 4.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1936, by Provinces

Kind of Business	Retail Sales, 1936		Accounts Outstanding, December 31, 1936.		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
TOTAL, ALL STORES	2,202,202,000	+ 7.2	227,162,500	10.3	+ 3.8
Food Group, Total	485,001,000	+ 4.3	24,667,700	5.1	+ 1.2
Bakery product stores (other than manufacturing bakeries)	9,219,000	+ 3.8	7,200	.1	-18.2
Candy and confectionery stores ..	36,727,000	+ 4.3	520,200	1.4	+30.0
Dairy products dealers (other than manufacturing dairies)	32,915,000	+ 6.1	1,720,100	5.2	+ 9.0
Fruit and vegetable stores	14,348,000	+ 7.4	287,000	2.0	+14.6
Grocery and combination stores ...	325,261,000	+ 4.2	17,630,500	5.4	- .3
Meat markets (including sea foods)	60,579,000	+ 3.2	3,416,600	5.6	+ .8
Other food stores	5,952,000	+ 6.7	1,086,100	18.2	+ 1.6
Country General Stores, Total	182,734,000	+ 6.0	31,203,300	17.1	- 2.1
General Merchandise Group, Total	360,829,000	+ 6.2	23,279,400	6.5	+12.1
Department stores	273,358,000	+ 5.7	19,410,700	7.1	+13.8
Dry goods stores	24,624,000	++ 5.4	1,267,000	5.1	+ 5.4
General merchandise stores	16,566,000	+ 7.3	2,502,500	15.1	+ 2.3
Variety stores	46,281,000	+ 9.1	99,200	.2	+55.0
Automotive Group, Total	362,659,000	+11.8	28,733,900	7.9	+ 6.5
Motor vehicle dealers	251,211,000	+16.1	19,615,000	7.8	+ 7.5
Accessories, tires and batteries	8,062,000	+15.6	751,900	9.3	+ 9.3
Filling stations	67,141,000	+ 0.4	3,661,700	5.5	+ 4.2
Garages	33,700,000	+ 6.0	4,247,300	12.6	+ 3.9
Other automotive establishments .	2,545,000	+ 6.8	458,000	18.0	+ 4.5
Apparel Group, Total	175,373,000	+ 5.7	14,751,300	8.4	+ 4.9
Men's and boys' clothing and furnishings (includes custom tailors)	56,897,000	+ 7.0	5,224,200	9.2	+ 2.8
Family clothing stores	40,208,000	+ 6.6	4,367,700	10.9	+ 8.1
Women's apparel and accessories stores	49,676,000	+ 4.4	4,443,500	8.9	+ 5.6
Shoe stores	28,592,000	+ 4.2	715,900	2.5	- 1.1
Building Materials Group, Total	112,003,000	+11.4	32,520,700	29.0	+ 2.5
Hardware stores	53,972,000	+ 7.9	11,553,800	21.4	+ 4.6
Lumber and building material dealers	42,306,000	+14.6	17,370,000	41.1	+ 0.3
Other building materials (in- cluding roofing materials) ...	5,518,000	+22.8	943,600	17.1	+15.5
Electrical, heating and plumbing, paint and glass shops	10,207,000	+11.9	2,653,300	26.0	+ 5.0
Furniture and Household Group, Total	72,023,000	+10.7	35,491,700	49.3	+ 5.2
Furniture stores	32,231,000	+10.3	14,939,600	46.3	+ 6.8
Household appliance stores	13,424,000	+ 7.8	8,443,300	62.9	+ 3.2
Other home furnishings stores ...	6,779,000	+15.4	1,332,700	19.7	+15.3
Radio and music stores	19,589,000	+11.8	10,776,100	55.0	+ 3.6
Restaurants, Cafeterias and Eating Places, Total	48,762,000	+ 6.4	262,200	0.5	+ 5.4
Other Retail Stores, Total .	402,818,000	+ 7.5	36,252,300	9.0	+ 3.5
Farmers' supply stores	38,282,000	+ 8.4	5,295,900	13.8	+ 1.6

Table 4.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1936, by Provinces
(Continued)

Kind of Business	Retail Sales, 1936		Accounts Outstanding, December 31, 1936		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
<u>Other Retail Stores--(Cont'd.)</u>					
Book stores	6,283,000	+ 6.5	775,600	12.3	+ 3.6
Coal and wood yards (including ice) .	75,959,000	+ 4.8	11,166,800	14.7	+ .2
Drug stores	64,055,000	+ 4.4	2,283,400	3.6	+ 3.1
Florists	6,448,000	+ 5.8	801,400	12.4	- 1.7
Jewellery stores	19,866,000	+ 8.9	3,386,100	17.0	+11.0
Office, school and store supplies and equipment dealers	15,656,000	+13.9	3,747,000	23.9	+29.4
Tobacco stores and stands	24,501,000	+ 5.9	671,200	2.7	+15.3
Government liquor stores	65,908,000	+16.0	-	-	-
Miscellaneous kinds of business (in- cluding second-hand stores)	85,860,000	+ 5.1	8,124,900	9.5	- 2.8

(1) Per cent change from preceding year.

Table 5.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1936, by Provinces and Selected Kinds of Business

Kind of Business	Retail Sales, 1936		Accounts Outstanding, December 31, 1936		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
<u>PRINCE EDWARD ISLAND--TOTAL ..</u>					
	11,351,000	+14.6	1,779,400	15.7	- 6.3
Grocery and combination stores	1,628,000	+ 5.8	157,600	9.7	- 1.6
Meat markets (including sea foods) .	173,000	- 0.6	13,500	7.8	+45.2
Country general stores	2,765,000	+20.2	525,400	19.0	- 9.7
Department stores	1,400,000	+14.1	163,800	11.7	-31.1
Motor vehicle dealers	1,182,000	+31.8	180,800	15.3	- 7.8
Hardware stores	46,000	+21.1	30,100	65.4	- 4.7
Lumber and building material dealers	166,000	+11.4	44,200	26.6	+ 5.5
Furniture stores	284,000	+14.5	128,100	41.6	+ 9.7
Coal and wood yards	350,000	- 0.3	78,800	22.5	- 6.3
Jewellery stores	70,000	+22.8	15,100	21.6	+38.5
<u>NOVA SCOTIA--TOTAL</u>					
	87,099,000	+ 7.2	9,698,000	11.4	+ 9.0
Grocery and combination stores	17,811,000	+ 4.3	1,362,500	7.6	+ 0.5
Meat markets (including sea foods) .	1,063,000	+ 6.5	82,900	7.8	+10.7
Country general stores	12,516,000	+ 5.6	1,783,000	14.2	+ 0.9
Department stores	6,658,000	+10.7	1,012,000	15.2	+79.8
Motor vehicle dealers	10,682,000	+15.2	1,046,800	9.8	+16.1
Hardware stores	1,958,000	+ 9.7	373,600	19.1	- 3.6
Lumber and building material dealers	1,002,000	+23.1	220,400	22.0	+44.9
Furniture stores	1,140,000	+ 9.0	378,500	33.2	+11.6
Coal and wood yards	2,776,000	- 3.7	594,000	21.4	- 1.4
Jewellery stores	615,000	+ 3.4	134,000	21.8	+ 1.8

(1) Per cent change from preceding year.

Table 5--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1936, by Provinces and Selected Kinds of Business
(Continued)

Kind of Business	Retail Sales, 1936		Accounts Outstanding, December 31, 1936		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
NEW BRUNSWICK--TOTAL	66,965,000	+ 8.6	8,866,300	13.2	+ 7.4
Grocery and combination stores	9,992,000	+ 2.9	807,100	8.1	- 4.5
Meat markets (including sea foods) .	616,000	+ 4.2	49,900	8.1	+11.1
Country general stores	10,679,000	+ 7.4	2,578,900	24.1	+ 2.5
Department stores	10,739,000	+ 4.0	386,600	3.6	-19.1
Motor vehicle dealers	8,469,000	+25.6	1,615,300	19.1	+40.5
Hardware stores	1,310,000	+14.2	390,400	29.8	- 0.4
Lumber and building material dealers	427,000	+ 6.5	102,500	24.0	+ 4.2
Furniture stores	1,312,000	+18.2	542,200	41.3	+ 7.5
Coal and wood yards	1,791,000	- 2.5	374,300	20.9	+ 2.3
Jewellery stores	379,000	+ 9.5	63,800	16.8	+33.8
QUEBEC--TOTAL	498,143,000	+ 7.3	50,025,000	10.0	+ 7.9
Grocery and combination stores	94,437,000	+ 3.4	4,917,200	5.2	+ 0.6
Meat markets, (including sea foods) .	17,394,000	+ 6.7	852,300	4.9	+ 4.2
Country general stores	40,736,000	+ 7.7	6,807,200	16.7	+ 2.4
Department stores	39,118,000	+ 6.5	4,303,000	11.0	+21.5
Motor vehicle dealers	45,570,000	+25.0	2,582,000	5.7	+10.8
Hardware stores	9,451,000	+ 6.8	1,685,200	17.8	+ 5.9
Lumber and building material dealers	5,593,000	+19.2	1,416,800	25.3	+14.8
Furniture stores	9,584,000	+16.4	5,598,600	58.4	+21.3
Coal and wood yards	16,164,000	+ 2.0	2,667,100	16.5	+ 4.1
Jewellery stores	4,704,000	+ 9.6	749,800	15.9	+ 4.6
ONTARIO--TOTAL	913,223,000	+ 6.4	82,689,100	9.1	+ 5.6
Grocery and combination stores	137,960,000	+ 4.6	6,439,500	4.7	+ 0.0
Meat markets (including sea foods) .	25,259,000	+ 1.7	1,131,200	4.5	- 0.7
Country general stores	39,302,000	+ 5.2	5,441,700	13.8	- 2.6
Department stores	106,364,000	+ 5.4	8,509,100	8.0	+18.1
Motor vehicle dealers	115,803,000	+12.9	6,838,300	5.9	+ 7.5
Hardware stores	22,752,000	+10.0	4,282,800	18.8	+13.5
Lumber and building material dealers	15,315,000	+15.7	3,984,700	26.0	+16.0
Furniture stores	13,978,000	+ 6.1	6,028,900	43.1	- 2.6
Coal and wood yards	42,843,000	+ 6.1	5,837,900	13.6	+ 0.1
Jewellery stores	8,861,000	+10.4	1,605,300	18.1	+12.4
MANITOBA--TOTAL	148,541,000	+ 6.9	14,337,600	9.7	+ 1.0
Grocery and combination stores	15,139,000	+ 5.1	792,100	5.2	- 3.0
Meat markets (including sea foods) .	2,233,000	+ 3.8	131,700	5.9	+ 7.9
Country general stores	11,872,000	+ 8.0	2,120,700	17.9	- 2.7
Department stores	48,120,000	+ 3.2	1,636,100	3.4	+ 0.6
Motor vehicle dealers	13,626,000	+17.5	1,480,000	10.9	- 3.3
Hardware stores	3,247,000	+10.0	630,800	19.4	- 4.5
Lumber and building material dealers	4,132,000	+12.4	2,262,300	54.8	+ 4.0
Furniture stores	546,000	+11.7	222,800	40.8	+10.8
Coal and wood yards	5,343,000	+ 9.8	710,600	13.3	- 9.4
Jewellery stores	1,260,000	+ 0.5	205,600	16.3	+ 4.0
SASKATCHEWAN--TOTAL	130,621,000	+ 9.2	23,615,900	18.1	- 6.0
Grocery and combination stores	11,640,000	+ 4.8	791,500	6.8	- 6.3
Meat markets (including sea foods) .	2,733,000	+ 1.2	207,700	7.6	+ 0.4
Country general stores	27,699,000	+ 4.8	5,556,600	20.1	- 7.3
Department stores	13,502,000	+15.8	972,100	7.2	+10.5
Motor vehicle dealers	14,212,000	+20.3	2,424,400	17.1	- 4.6
Hardware stores	6,120,000	+ 5.6	1,993,600	32.6	- 2.4
Lumber and building material dealers	8,013,000	+13.4	6,498,500	81.1	-10.0
Furniture stores	969,000	+ 7.0	354,600	36.6	- 9.0
Coal and wood yards	2,771,000	+ 9.6	399,000	14.4	- 4.6
Jewellery stores	739,000	+11.6	82,300	11.1	+41.4

(1) Per cent change from preceding year.

Table 5.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1936, by Provinces and Selected Kinds of Business
(Continued)

Kind of Business	Retail Sales, 1936		Accounts Outstanding, December 31, 1936		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
ALBERTA--TOTAL	136,522,000	+ 5.5	16,778,600	12.3	- 2.0
Grocery and combination stores	14,877,000	+ 4.2	1,035,300	7.0	+ 1.7
Meat markets (including sea foods) .	3,778,000	- 1.1	328,100	8.7	- 8.6
Country general stores	21,543,000	+ 1.9	3,952,900	18.3	- 3.1
Department stores	14,530,000	+ 2.7	682,900	4.7	+ 7.0
Motor vehicle dealers	17,575,000	- 1.4	1,616,900	9.2	- 1.7
Hardware stores	5,138,000	+ 1.3	1,272,000	24.8	- 6.1
Lumber and building material dealers	5,358,000	+ 8.8	2,349,900	43.9	- 6.6
Furniture stores	2,089,000	+ 4.9	935,900	44.8	- 2.2
Coal and wood yards	735,000	- 8.3	79,500	10.8	-19.5
Jewellery stores	962,000	+ 0.5	158,600	16.5	+ 7.5
BRITISH COLUMBIA--TOTAL	207,768,000	+10.3	18,905,300	9.1	+ 4.3
Grocery and combination stores	21,615,000	+ 4.4	1,315,400	6.1	+ 1.4
Meat markets (including sea foods) .	7,275,000	+ 2.7	610,100	8.4	- 0.7
Country general stores	15,092,000	+ 6.9	2,345,200	15.5	- 3.1
Department stores	32,927,000	+ 6.2	1,745,100	5.3	- 7.2
Motor vehicle dealers	24,092,000	+25.9	1,830,500	7.6	+15.4
Hardware stores	3,861,000	+ 6.1	876,200	22.7	+ 9.7
Lumber and building material dealers	2,299,000	+18.4	490,700	21.3	+ 9.8
Furniture stores	2,327,000	+14.7	750,000	32.2	+12.0
Coal and wood yards	3,176,000	+ 6.5	425,600	13.4	+ 6.3
Jewellery stores	2,264,000	+11.2	371,600	16.4	+18.5

(1) Per cent change from preceding year.

Table 6.--Retail Sales and Salaries Paid to Employees in Retail Trade,
by Provinces and Kind-of-Business Groups, 1935 and 1936.

Province and Group	SALES			SALARIES AND WAGES		
	1935	1936	Per cent Change 1936/1935	1935	1936	Per cent Change 1936/1935
Prince Edward Island	\$ 9,901,000	\$ 11,351,000	+14.6	\$ 730,000	\$ 770,000	+ 5.5
Nova Scotia	81,257,000	87,099,000	+ 7.2	6,296,000	6,904,000	+ 9.7
New Brunswick	61,681,000	66,965,000	+ 8.6	5,057,000	5,414,000	+ 7.1
Quebec	464,109,000	498,143,000	+ 7.3	47,507,000	50,668,000	+ 6.7
Ontario	858,182,900	913,223,000	+ 6.4	89,371,000	95,406,000	+ 6.8
Manitoba	138,947,000	148,541,000	+ 6.9	14,971,000	15,803,000	+ 5.6
Saskatchewan	119,586,000	130,621,000	+ 9.2	10,266,000	11,236,000	+ 9.4
Alberta	129,435,000	136,522,000	+ 5.5	11,662,000	12,228,000	+ 4.9
British Columbia	188,424,000	207,768,000	+10.3	18,118,000	19,330,000	+ 9.4
CANADA, TOTAL	2,053,699,000	2,202,202,000	+ 7.2	204,257,000	218,525,000	+ 7.0
Food group	464,961,000	485,001,000	+ 4.3	35,177,000	36,600,000	+ 4.0
Country general stores	172,456,000	182,734,000	+ 6.0	7,657,000	8,281,000	+ 8.1
General merchandise group	339,860,000	360,829,000	+ 6.2	48,423,000	51,157,000	+ 5.6
Automotive group	324,319,000	362,659,000	+11.8	29,104,000	33,048,000	+13.6
Apparel group	165,864,000	175,373,000	+ 5.7	17,540,000	18,723,000	+ 6.7
Building materials group	100,587,000	112,003,000	+11.4	10,819,000	11,917,000	+10.1
Furniture and household group	65,071,000	72,023,000	+10.7	10,105,000	11,131,000	+10.1
Restaurants, cafeterias and eating places	45,825,000	48,762,000	+ 6.4	9,146,000	9,800,000	+ 7.2
Other retail stores	374,776,000	402,818,000	+ 7.5	36,256,000	37,868,000	+ 4.4

(1) Includes Yukon and Northwest Territories.

Table 7.--Retail Sales and Stocks on Hand, 1935 and 1936.

All Stores and Selected Kinds of Businesses

Kind of Business	Total Sales			Stocks on Hand, End of Year (at cost)		
	1935	1933	% of Change 1935-1936	1935	1936	% of Change 1935-1936
All Stores, Total	\$ 2,053,699,000	\$ 2,202,202,000	+ 7.2	\$ 392,609,000	\$ 413,025,000	+ 5.2
Grocery and combination stores	312,197,000	325,261,000	+ 4.2	30,973,000	33,327,000	+ 7.6
Country general stores	172,456,000	182,734,000	+ 6.0	59,899,000	62,235,000	+ 3.9
Department stores	258,653,000	273,358,000	+ 5.7	37,196,000	38,386,000	+ 3.2
Men's and boys' clothing and furnishings	53,166,000	56,897,000	+ 7.0	18,985,000	19,934,000	+ 5.0
Family clothing stores	37,702,000	40,208,000	+ 6.6	13,477,000	14,138,000	+ 4.9
Women's apparel and accessories	47,565,000	49,676,000	+ 4.4	13,550,000	14,350,000	+ 5.9
Shoe stores	27,431,000	28,592,000	+ 4.2	11,289,000	11,537,000	+ 2.2
Hardware stores	50,043,000	53,972,000	+ 7.9	23,286,000	23,915,000	+ 2.7
Furniture stores	29,229,000	32,231,000	+10.3	9,961,000	10,539,000	+ 5.8
Drug stores	61,353,000	64,055,000	+ 4.4	20,551,000	21,250,000	+ 3.4

63-D-21

CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Vol. 5

No. 13

MISCELLANEOUS STATISTICS
ON
RETAIL TRADE
CALENDAR YEAR 1937

Instalment Sales
Customers' Accounts Outstanding
Stocks on Hand
Salaries and Wages
Gross Margins

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Published by Authority of the HON. W.D. EULER, M.P.
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Miscellaneous Statistics on Retail Trade, 1937

Summary

The volume of retail purchases made on the instalment plan in Canada is estimated at approximately \$233,740,000 for 1937 according to calculations based on returns from a large sample of firms in lines of business in which instalment selling is recognized to be of considerable importance. This amount represents the total selling value of goods sold on the instalment plan; it includes the down payment as well as the original unpaid balance. It forms approximately 10 per cent of the total retail merchandise trade of the country, estimated at \$2,453,715,000 for 1937.

Accounts outstanding on retail merchants' books at the end of 1937 were valued at \$242,970,400, up 7.0 per cent from the amount recorded at the end of the preceding year. The rate of increase in accounts outstanding was less than that for the dollar value of sales which was 11.1 per cent.

Stocks on hand in retail stores were valued at \$442,350,000 at the end of 1937, up by 7.1 per cent from the amount reported for the corresponding date in 1936.

Salaries and wages paid to employees in retail trade amounted to \$235,788,000 for 1937, a gain of 7.9 per cent from the \$218,525,000 paid out in 1936.

Gross margin percentages of sales for independent stores varied but little in 1937 from the preceding year. The average ratio for all stores was 23.2 per cent in 1937 compared with 23.4 per cent for 1936 according to returns from firms reporting for both years.

These figures were obtained in connection with the annual survey of retail trade made by the Internal Trade Branch of the Bureau of Statistics. Reports have already been published giving total sales figures by provinces and for individual lines of business within each province.

I.--Instalment Sales in Retail Trade, 1937

In connection with the Census of Merchandising and Service Establishments, retail merchants were requested to state the dollar value of their instalment sales made during 1937. This amount included not only the indebtedness which was liquidated by specific payments at regular periods, but also the initial cash or down payments. Information on instalment selling as published in this report relates to those kinds of business in which this system of merchandising is, to a marked degree, of importance.

The total amount of instalment business transacted in these stores totalled \$233,739,600 in 1937 and formed a little more than one quarter of the total retail trade of these same stores. If the amount of instalment selling performed in those lines of trade in which it is a minor activity, were added to the total of \$233,739,600 instalment selling would constitute approximately 10 per cent of the total retail trade of Canada.

When examined by kinds of business the results of this study indicate that from the point of view of dollar value of instalment sales, the motor vehicle dealer is the most important. The total sales of motor vehicle dealers in 1937 were \$332,742,000 and of this amount \$132,098,600 or 39.7 per cent was on the instalment plan. A much higher proportion of new and used motor vehicle sales was made on instalments but in other related lines which are necessary to the function of motor vehicle retailing, such as repair and service work and the sale of parts and accessories, the amount of instalment sales is almost negligible.

The fact that the information contained in this report refers to kinds of business and not to specific commodities must be kept sight of; estimates on instalment selling for certain articles of merchandise have been published from time to time by other sources.

Next in order of importance in instalment business are department stores with instalment sales of \$29,673,900 or 10.3 per cent of their total trade. Other lines of trade in order of importance according to dollar value of instalments are as follows: furniture stores, \$24,751,900; radio and music stores, \$14,030,300; household appliance stores, \$10,946,400; women's clothing stores (including furriers), \$7,049,800; and jewellery stores, \$5,465,800.

Ratios of instalment to total sales reveal that in the furniture group where the goods handled are of a relatively expensive nature, the instalment system accounts for between 60 and 70 per cent of the annual turnover. Household appliance stores in this group handling refrigerators, electric stoves and other such articles, were highest with a ratio of 69.5 per cent; furniture stores were next with 65.4 per cent; while radio and music stores transacted 63.9 per cent of their total trade on the instalment plan. Jewellery stores, in which the practice of instalment selling is becoming increasingly prevalent, had an instalment ratio of 24.9 per cent.

In women's clothing stores 13.6 per cent of the total business was on instalments compared with a ratio of 7.5 per cent in men's clothing stores. The inclusion of fur shops with women's clothing stores is a deciding factor in this comparison.

Handling, as it does, a heterogeneous stock of merchandise which to some degree is representative of the commodities handled in all retail stores combined, it is perhaps not merely coincidental that the department store ratio of instalment sales to total so closely approximates that of the corresponding ratio for combined retail trade.

II.--Customers' Accounts Outstanding, December 31, 1937

Customers' accounts outstanding on the books of retail firms at the end of December, 1937, were 7.0 per cent higher than the amount recorded on the corresponding date in 1936. The value of outstanding accounts on December 31, 1937, was \$242,970,400 compared with \$227,162,500 in 1936. As the total retail trade was 11.1 per cent higher than in 1936 there is no reason to believe that there was any appreciable increase in the proportion of credit business transacted or that there was any decline in the promptness with which customers' accounts were paid. In view of the fact that customers' accounts outstanding formed 10.3 per cent of the total sales in 1936 and 9.9 per cent in 1937 it may be considered that a slight improvement took place.

Figures in this report relating to accounts include only those appearing on the books of retail merchandising firms and are exclusive of the amounts due to financing corporations on automobiles and other articles of merchandise to which this method of buying is common. Accounts written off by merchants are also excluded. Accounts outstanding, therefore, represent the unpaid balances on December 31, 1937, on credit and instalment purchases made prior to or during the year, which were carried by retail firms on their own books.

In all provinces excepting Manitoba an increase in the value of outstanding accounts was shown over 1936. Manitoba registered only a slight decrease. In only three provinces of the Dominion is the percentage improvement in sales less than the increase shown for accounts outstanding. British Columbia with a sales gain of 11.4 per cent had outstanding accounts 12.8 per cent higher than in 1936. Sales in Prince Edward Island were up 3.5 per cent and customers' accounts, 6.3 per cent,

while Saskatchewan showed a drop in sales of 2.1 per cent against an increase in the amounts carried on the books of 3.5 per cent.

Provincial distribution of the amounts owing retail merchants at the end of 1937 is as follows: Ontario, \$90,379,900; Quebec, \$52,417,100; Saskatchewan, \$24,445,000; British Columbia, \$21,317,200; Alberta, \$17,865,100; Manitoba, \$14,246,300; Nova Scotia, \$10,837,800; New Brunswick, \$9,261,400; and Prince Edward Island, \$1,892,000. When expressed as a percentage of sales, accounts outstanding range from 8.8 per cent of sales in Ontario and Manitoba to 18.9 per cent in Saskatchewan but it is worthy of note that in almost every province this ratio was less than the corresponding ratio for 1936.

In all kinds of business where instalment selling and credit sales form a fairly large proportion of the total trade, outstanding accounts were higher at the end of 1937 than on the same date of the preceding year. Country general stores reported \$31,635,900 outstanding on December 31, 1937, an increase of 1.4 per cent but a sales gain of 1.4 per cent in this kind of business also was recorded. Department stores showed the largest increase over 1936 for all lines of trade with an amount of \$24,312,200 appearing on their books or 25.3 per cent greater than the amount outstanding at the end of the previous year. But as department store sales improved only 5.4 per cent it is safe to assume that the increase in accounts is due to more extensive instalment selling. In the furniture and household group where the outstanding account value constitutes almost 50 per cent of the annual sales, there were \$39,088,000 owing to merchants operating such lines of trade as furniture stores, household appliances, and radios and music stores, this amount being 10.1 per cent higher than at the end of 1936. Sales were up 15.5 per cent in this group. Amounts owing in 1937 and percentage increases over the preceding year for other important lines of trade were as follows: motor vehicle dealers, \$20,652,400, 5.3 per cent; grocery and combination stores, \$18,133,500, 2.9 per cent; building materials group (including hardware stores), \$33,011,800, 1.5 per cent; and coal and wood yards, \$11,588,300, 3.8 per cent.

III.--Stocks on Hand December 31, 1937

The value of stocks on hand, at cost value, on December 31, 1937, in retail stores is estimated at \$442,350,000, or 7.1 per cent higher than the inventory value on the corresponding date in 1936. The index for stocks on the base 1930 = 100 stands at 85.4 for 1936 and 91.5 for 1937 against sales indexes of 80.1 and 89.0 for the same years. Value of inventories in country general stores at the end of 1937 amounted to \$64,724,000 or 4.0 per cent greater than in 1936; department stores were up 4.8 per cent with stocks valued at \$40,229,000, while in grocery and combination stores inventory values were estimated at \$33,927,000 compared with \$33,327,000 in 1936.

The percentage gain in stock values, in grocery and combination stores for 1937 over 1936 was 1.8 per cent and in other important lines of trade the percentage increases were as follows: drug stores, 2.5 per cent; women's apparel stores, 4.5 per cent; furniture stores, 6.1 per cent; hardware stores, 6.6 per cent; family clothing and shoe stores both 7.6 per cent; and men's and boys' clothing stores, 9.9 per cent.

IV.--Salaries and Wages in Retail Trade, 1937

Salaries and wages paid to employees engaged in retail merchandise trade in 1937, amounted to \$235,788,000 or 7.9 per cent greater than the \$218,525,000 paid in 1936. Increases were recorded in all provinces of the Dominion excepting Prince Edward Island where a decrease of 0.9 per cent from 1936 was reported. The rate of increase in wage payments was generally below that of the total value of retail sales which averaged 11.1 per cent for Canada. Saskatchewan recorded an increase in wages of 1.6 per cent against a decrease in sales volume of 2.1 per cent. Total wages paid were higher in every kind of business group in 1937 than in 1936 and in the automotive group the improvement was as high as 12.6 per cent. The sales in this group, however, were 24.5 per cent higher than in the preceding year. The remaining kind of business groups showed gains ranging from 5.8 per cent in both the food and restaurant groups to 9.2 per cent in the building materials group. The wage payments included in this series comprise wages paid to both full and part-time employees but are exclusive of remuneration received by proprietors actively engaged in retail trade.

V.--Gross Margins for Independent Stores in Retail Trade

The gross margin or profit of independent stores in Canada, for all kinds of business combined, averaged 23.2 per cent of sales in 1937 and was almost unchanged from the corresponding ratio in 1936. This means, that of every hundred dollars spent in independent retail stores, a gross profit of twenty-three dollars and twenty cents is derived by the merchant to cover his operating expenses and to provide him with a net profit. Or, to express it in a different manner, out of every hundred dollars in sales, the merchant pays \$76.80 for merchandise delivered at his store.

Each firm reporting to the Census of Merchandising was requested to state its annual net sales, inventory value at the beginning and at the end of the year, and the dollar value of goods purchased during the year. The cost of goods purchased includes inward freight, duty and all other expenses incurred in receipt of merchandise, less the value of all returns, discounts and allowances. Operating expenses such as salaries and wages, rent, light, telephone, etc., naturally are not included in the cost of goods purchased. The cost of goods sold during the year was calculated by adding the inventory value at the beginning of the year to the cost of goods purchased and then deducting the inventory value as of December 31st. The gross margin or profit is represented by the difference between the cost of goods sold and the total net sales and is expressed as a percentage of sales.

Gross margin percentages for independent stores, when examined by kinds of business, reveal that of the 32 different kind-of-business classifications, no less than 25 showed changes of one per cent or less from last year and only in one instance did the percentage change differ as much as three points. This was in fur shops where the gross margin ratio declined from 40.2 per cent in 1936 to 37.2 per cent in 1937.

Of all lines of trade straight grocery stores and country general stores operate on the lowest gross margin with respective ratios of 16.0 and 16.2 per cent of sales. In custom tailors, where a large expense is incurred in processing materials before final delivery to the customer, the gross margin or profit amounts to about 57 per cent of the sales, the highest in the series. For the same reason restaurants operate at a margin of over 40 per cent and in jewellery stores where the stock turnover is slower than in most lines, the ratio is also over 40 per cent. Combination stores, that is stores selling both groceries and meats, operated on a margin of 17.1 per cent while meat markets reported a ratio of 21.4 per cent, the highest of all stores classified as food stores. Waste in handling goods of a perishable nature and more highly paid staffs of employees, together with the maintenance of more elaborate equipment, are influencing factors in meat markets.

Gross margins in the main lines of trade in the clothing group were: 28.3 per cent in men's and boys' clothing and furnishing stores; 29.1 per cent in women's ready-to-wear stores; and 30.5 per cent in shoe stores. Ratios in other important kinds of business in the retail merchandise field were as follows: department stores, 29.3 per cent; automobile dealers, 17.6 per cent; hardware stores, 25.3 per cent; furniture stores, 32.2 per cent; coal and wood yards, 20.4 per cent; and drug stores 29.7 per cent.

When gross margins for chain stores are compared with ratios in independent stores operating in the same line of trade, it is found that, generally, the chain store has a higher margin of profit than the independent. In as much as chains perform both wholesaling and retailing functions, a higher gross margin compared with the independent store is to be expected. Comparative figures for chains and independents for a number of lines of trade are given in the following table.

	<u>Chain Stores</u>	<u>Independents</u>
	%	%
Grocery	16.6	16.0
Combination	19.2	17.1
Meat markets	22.5	21.4
Shoe stores	29.7	30.5
Hardware stores	25.0	25.3
Drug stores	32.2	29.7
Tobacco stores	24.8	20.0

Table 1. --Instalment Sales for a Sample Number of Independent Stores Reporting in Selected Kinds of Business, 1937

Kind of business and Province	I Number of stores report- ing instalment information	II Total Sales all firms in I \$	III Total Sales all firms report- ing that they sold on instalments \$	IV Instalment Sales		
				Amount \$	% of Total in IV	% of Total in III
Department stores						
Canada	75	276,483,000	268,376,700	28,383,100	10.3	10.6
Quebec	10	41,532,600	39,079,200	5,920,600	14.3	15.2
Ontario	22	105,681,900	103,957,400	13,089,700	12.4	12.6
Men's and boys' clothing stores						
Canada	552	22,259,000	4,774,400	1,850,400	8.3	38.8
Quebec	119	5,610,900	1,365,700	413,200	7.4	30.3
Ontario	228	9,881,800	1,929,800	787,400	8.0	40.8
Women's clothing stores						
Canada	493	18,114,700	5,870,500	1,784,200	9.8	30.4
Quebec	121	4,179,200	560,100	83,500	2.0	14.9
Ontario	206	7,926,100	3,149,100	755,600	9.5	24.0
Furriers - fur stores						
Canada	122	6,130,200	4,513,100	2,232,600	36.4	49.5
Quebec	45	2,070,100	1,421,800	577,100	27.9	40.6
Ontario	41	2,343,100	2,030,600	1,046,400	44.7	51.5
British Columbia	12	790,700	410,000	247,200	31.3	60.3
Hardware stores						
Canada	662	23,943,200	6,283,100	1,193,000	5.0	19.0
Quebec	107	5,144,400	778,400	171,900	3.3	22.1
Ontario	259	10,339,500	3,220,200	754,100	7.3	23.4
Furniture stores						
Canada	302	22,193,500	19,880,800	13,951,300	62.9	70.2
Maritimes	25	1,735,300	1,541,600	848,700	48.9	55.1
Quebec	47	7,581,300	7,252,800	5,647,700	74.5	77.9
Ontario	164	8,773,900	7,178,700	4,875,300	55.6	67.9
Prairies	37	2,529,200	2,394,900	1,620,500	64.1	67.7
British Columbia	29	1,573,800	1,512,800	959,100	60.9	63.4

Table 1.---Instalment Sales for a Sample Number of Independent Stores Reporting in Selected Kinds of Business, 1937 (Cont.)

Kind of business and province	I	II	III	IV		
	Number of stores reporting instalment information	Total Sales all firms in I	Total Sales all firms reporting that they sold on instalments	Amount	% of Total in II	% of Total in III
Household Appliance stores						
Canada	82	3,894,800	3,795,800	2,124,400	54.5	56.0
Quebec	8	735,500	722,000	441,000	60.0	61.1
Ontario	54	2,200,500	2,115,500	1,094,700	49.7	51.7
Other home furnishings stores						
Canada	99	4,132,800	1,733,900	949,500	23.0	54.8
Quebec	24	1,302,500	734,600	418,300	32.1	56.9
Ontario	50	2,045,200	629,500	383,500	18.8	60.9
Radio & Music stores						
Canada	218	10,825,900	10,623,700	6,550,600	60.5	61.7
Maritimes	15	430,300	420,700	198,500	46.1	47.2
Quebec	36	2,648,200	2,586,600	1,530,600	57.8	59.2
Ontario	95	5,136,200	5,034,500	3,176,200	61.8	63.1
Prairies	43	1,554,000	1,524,700	898,400	57.8	58.9
British Columbia	29	1,057,200	1,057,200	746,900	70.6	70.6
Book stores						
Canada	90	3,151,100	416,000	53,700	1.7	12.9
Ontario	38	1,336,100	202,700	44,200	3.3	21.8
Jewellery stores						
Canada	288	7,263,000	4,372,700	1,849,800	25.5	42.3
Maritimes	32	620,800	347,400	145,600	23.5	41.9
Quebec	48	1,287,600	707,700	188,200	14.6	26.6
Ontario	109	3,297,800	2,028,200	979,900	29.7	48.3
Prairies	67	1,101,900	676,900	242,700	22.0	35.9
British Columbia	32	954,900	612,500	293,400	30.7	47.9

Table 1. --Instalment Sales for a Sample Number of Independent Stores Reporting in Selected Kinds of Business, 1937 (Cont.)

Kind of business and Province	I Number of stores reporting instalment information	II Total Sales all firms in I \$	III Total Sales all firms reporting that they sold on instalments \$	IV Instalment Sales		
				Amount \$	% of Total in II	% of Total in III
Motor Vehicle Dealers						
Canada	1,874	214,363,400	(X)	85,058,400	39.7	(X)
Maritimes	96	14,029,300	(X)	6,377,500	45.5	(X)
Quebec	203	39,974,900	(X)	15,107,000	37.8	(X)
Ontario	704	97,445,100	(X)	40,367,600	41.4	(X)
Prairies	739	38,359,400	(X)	12,662,900	33.0	(X)
British Columbia	132	24,554,700	(X)	10,543,400	42.9	(X)

All stores did not report instalment information. This table includes stores reporting instalment sales or that no instalment business was carried on.

(X) An (X) indicates that information is not available.

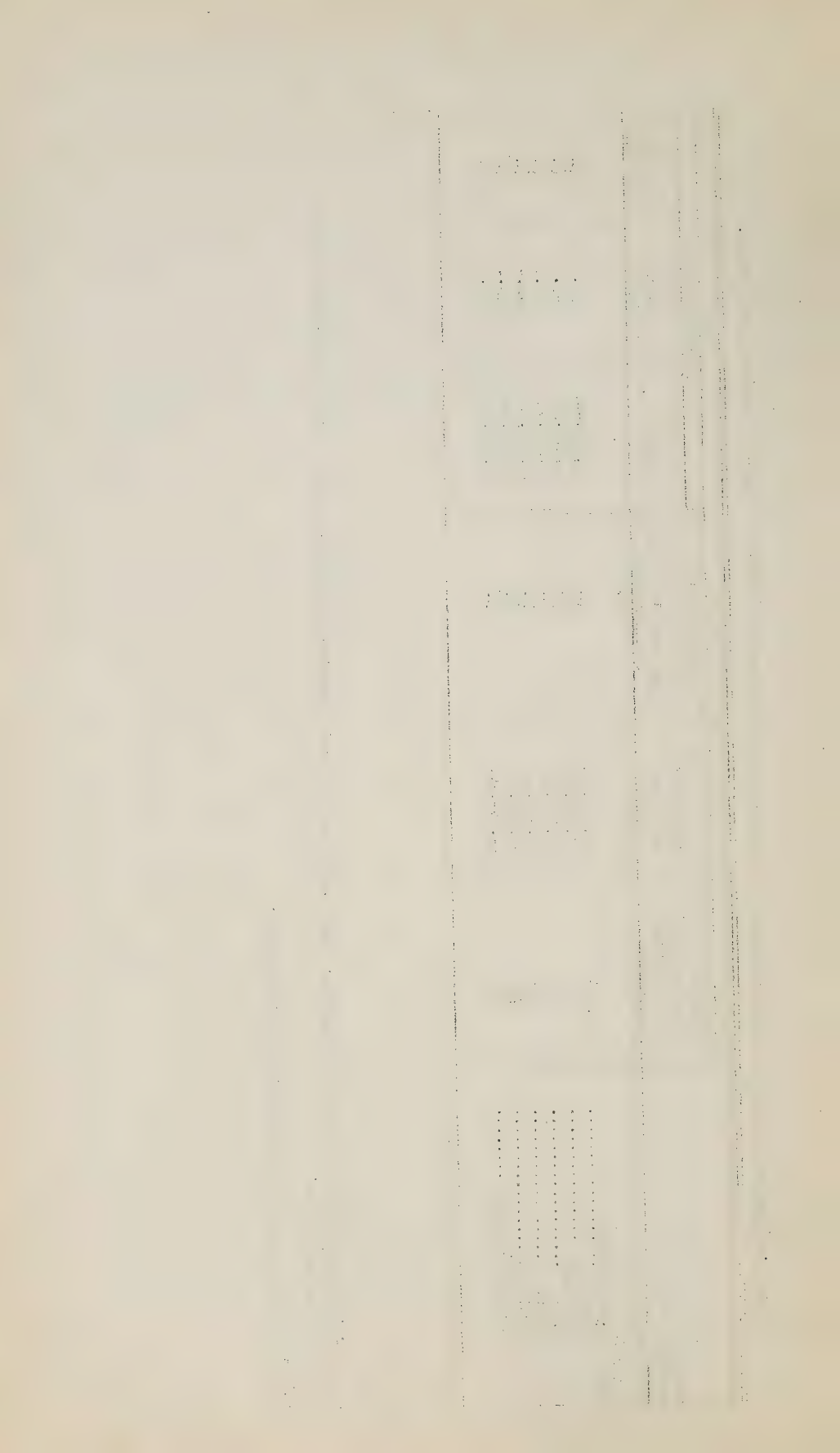


Table 2. --Total Estimated Instalment Sales in Canada
for Selected Kinds of Business, 1937

Kind of Business	Total Sales	Instalment Sales	
		Amount	% of total sales
Totals, selected kinds of business	906,351,000	233,739,600	25.8
Department stores	288,096,000	29,673,900	10.3
Men's and boys' clothing stores	61,289,000	4,598,000	7.5
Women's clothing (including furriers) stores	52,318,000	7,049,800	13.6
Hardware stores	59,741,000	3,043,000	5.1
Furniture stores	37,824,000	24,751,900	65.4
Household appliance stores	15,752,000	10,946,400	69.5
Other home furnishing stores ..	7,650,000	1,972,800	25.8
Radio and music stores	21,961,000	14,030,300	63.9
Book stores	7,035,000	109,100	1.6
Jewellery stores	21,943,000	5,465,800	24.9
Motor vehicle dealers	332,742,000	132,098,600	39.7

Table 3.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1937, by Provinces

Province	Retail Sales, 1937		Accounts Outstanding, December 31, 1937		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
CANADA(2)	2,453,715,000	+ 11.1	242,970,400	9.9	+ 7.0
Prince Edward Island	11,748,000	+ 3.5	1,892,000	16.1	+ 6.3
Nova Scotia	99,336,000	+ 12.6	10,837,800	10.9	+ 9.5
New Brunswick	76,656,000	+ 14.5	9,261,400	12.1	+ 4.5
Quebec	565,921,000	+ 13.6	52,417,100	9.3	+ 4.8
Ontario	1,022,068,000	+ 11.9	90,379,900	8.8	+ 9.3
Manitoba	161,253,000	+ 8.6	14,246,300	8.8	- 0.6
Saskatchewan	129,166,000	- 2.1	24,445,000	18.9	+ 3.5
Alberta	152,408,000	+ 9.8	17,865,100	11.7	+ 6.5
British Columbia	232,740,000	+ 11.4	21,317,200	9.2	+ 12.8

- (1) Percent change from preceding year.
(2) Includes Yukon and Northwest Territories.

Table 4.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1937, by Types of Operation

Type of Operation and Kind of Business	Retail Sales, 1937		Accounts Outstanding, December 31, 1937		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
All Stores, Total	2,453,715,000	+ 11.1	242,970,400	9.9	+ 7.0
Independent stores	2,039,581,700	+ 12.5	209,444,200	10.3	+ 7.0
Chain stores	414,133,300	+ 4.9	33,526,200	8.1	+ 6.7
Grocery and combination stores, Total	347,752,000	+ 6.9	18,133,500	5.2	+ 2.9
Independent stores	231,362,300	+ 6.2	16,935,500	7.3	+ 2.5
Chain stores	116,389,700	+ 8.4	1,198,000	1.0	+ 8.2
Shoe stores, total	30,253,000	+ 5.8	712,700	2.4	- 0.4
Independent stores	20,160,000	+ 4.7	671,100	3.3	+ 1.2
Chain stores	10,093,000	+ 8.2	41,600	.4	- 21.4
Drug Stores, Total	68,724,000	+ 7.3	2,369,900	3.4	+ 3.8
Independent stores	54,560,700	+ 6.6	2,219,100	4.1	+ 3.0
Chain stores	14,163,300	+ 10.0	150,800	1.1	+ 16.3

- (1) Per cent change from preceding year.

Table 1. Results of the analysis of variance for the effect of the treatment on the yield of the crop.

Source of variation					
Treatment	Replication	Block	Error	Total	D.F.
1. Control	1.1	1.1	1.1	1.1	1.1
2. Fertilizer	1.1	1.1	1.1	1.1	1.1
3. Pesticide	1.1	1.1	1.1	1.1	1.1
4. Irrigation	1.1	1.1	1.1	1.1	1.1
5. Fertilizer + Pesticide	1.1	1.1	1.1	1.1	1.1
6. Fertilizer + Irrigation	1.1	1.1	1.1	1.1	1.1
7. Pesticide + Irrigation	1.1	1.1	1.1	1.1	1.1
8. Fertilizer + Pesticide + Irrigation	1.1	1.1	1.1	1.1	1.1
9. Control + Fertilizer	1.1	1.1	1.1	1.1	1.1
10. Control + Pesticide	1.1	1.1	1.1	1.1	1.1
11. Control + Irrigation	1.1	1.1	1.1	1.1	1.1
12. Control + Fertilizer + Pesticide	1.1	1.1	1.1	1.1	1.1
13. Control + Fertilizer + Irrigation	1.1	1.1	1.1	1.1	1.1
14. Control + Pesticide + Irrigation	1.1	1.1	1.1	1.1	1.1
15. Control + Fertilizer + Pesticide + Irrigation	1.1	1.1	1.1	1.1	1.1

(1) The results of the analysis of variance for the effect of the treatment on the yield of the crop.

Table 2. Results of the analysis of variance for the effect of the treatment on the yield of the crop.

Source of variation					
Treatment	Replication	Block	Error	Total	D.F.
1. Control	1.1	1.1	1.1	1.1	1.1
2. Fertilizer	1.1	1.1	1.1	1.1	1.1
3. Pesticide	1.1	1.1	1.1	1.1	1.1
4. Irrigation	1.1	1.1	1.1	1.1	1.1
5. Fertilizer + Pesticide	1.1	1.1	1.1	1.1	1.1
6. Fertilizer + Irrigation	1.1	1.1	1.1	1.1	1.1
7. Pesticide + Irrigation	1.1	1.1	1.1	1.1	1.1
8. Fertilizer + Pesticide + Irrigation	1.1	1.1	1.1	1.1	1.1
9. Control + Fertilizer	1.1	1.1	1.1	1.1	1.1
10. Control + Pesticide	1.1	1.1	1.1	1.1	1.1
11. Control + Irrigation	1.1	1.1	1.1	1.1	1.1
12. Control + Fertilizer + Pesticide	1.1	1.1	1.1	1.1	1.1
13. Control + Fertilizer + Irrigation	1.1	1.1	1.1	1.1	1.1
14. Control + Pesticide + Irrigation	1.1	1.1	1.1	1.1	1.1
15. Control + Fertilizer + Pesticide + Irrigation	1.1	1.1	1.1	1.1	1.1

(1) The results of the analysis of variance for the effect of the treatment on the yield of the crop.

Table 5.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1937, by Provinces

Kind of Business	1937 Retail Sales		Accounts Outstanding, December 31, 1937		
	Amount	%Change (1)	Amount	% of Sales	%Change (1)
	\$		\$		
TOTAL, ALL STORES	2,453,715,000	+ 11.1	242,970,400	9.9	+ 7.0
<u>Food Group, Total</u>	519,354,000	+ 7.1	25,557,900	4.9	+ 3.6
Bakery product stores (other than Manufacturing bakeries) ...	9,967,000	+ 8.1	8,300	0.1	+ 15.3
Candy and confectionery stores ..	39,598,000	+ 7.8	612,300	1.5	+ 17.7
Dairy products dealers (other than manufacturing dairies)	35,844,000	+ 8.9	1,811,200	5.1	+ 5.3
Fruit and vegetable stores	14,983,000	+ 4.4	311,900	2.1	+ 8.7
Grocery and combination stores ..	347,752,000	+ 6.9	18,133,500	5.2	+ 2.9
Meat markets (including sea foods)	64,865,000	+ 7.1	3,546,300	5.5	+ 3.8
Other food stores	6,345,000	+ 6.6	1,134,400	17.9	+ 4.4
<u>Country General Stores, Total</u> ..	194,480,000	+ 6.4	31,635,200	16.3	+ 1.4
<u>General Merchandise Group,</u> <u>Total</u>	384,571,000	+ 6.6	28,455,700	7.4	+ 22.2
Department stores	288,096,000	+ 5.4	24,312,200	8.4	+ 25.3
Dry goods stores	26,627,000	+ 8.1	1,327,800	5.0	+ 4.8
General Merchandise stores	18,263,000	+ 10.2	2,761,200	15.1	+ 10.3
Variety stores	51,585,000	+ 11.5	54,500	0.1	- 45.1
<u>Automotive Group, Total</u>	458,939,000	+ 24.5	30,520,400	6.7	+ 6.2
Motor vehicle dealers	332,742,000	+ 29.4	20,652,400	6.2	+ 5.3
Accessories, tires and batteries ..	9,332,000	+ 15.8	913,600	9.8	+ 21.5
Filling stations	77,132,000	+ 14.9	3,901,600	5.1	+ 6.6
Garages	36,908,000	+ 9.5	4,583,400	12.4	+ 7.9
Other automotive establishments ..	2,825,000	+ 11.0	469,400	16.6	+ 2.5
<u>Apparel Group, Total</u>	187,312,000	+ 6.8	15,464,300	8.3	+ 4.8
Men's and boys' clothing and fur- nishings (includes custom tailors)	61,289,000	+ 7.7	5,204,800	8.5	- 0.4
Family clothing stores	43,452,000	+ 8.1	4,800,900	11.0	+ 9.9
Women's apparel and accessories stores	52,318,000	+ 5.3	4,745,900	9.1	+ 6.8
Shoe stores	30,253,000	+ 5.8	712,700	2.4	- 0.4
<u>Building Materials Group,</u> <u>Total</u>	124,115,000	+ 10.8	33,011,800	26.6	+ 1.5
Hardware stores	59,741,000	+ 10.7	12,002,600	20.1	+ 3.9
Lumber and building material dealers	46,399,000	+ 9.7	17,161,600	37.0	- 1.2
Other building materials (in- cluding roofing materials)	6,360,000	+ 15.3	1,001,100	15.7	+ 6.1
Electrical, heating and plumbing, paint and glass shops	11,615,000	+ 13.8	2,846,500	24.5	+ 7.3
<u>Furniture and Household Group,</u> <u>Total</u>	83,187,000	+ 15.5	39,088,000	47.0	+ 10.1
Furniture stores	37,824,000	+ 17.4	15,964,800	42.2	+ 6.9
Household appliance stores	15,752,000	+ 17.3	10,455,700	66.4	+ 23.8
Other home furnishings stores ...	7,650,000	+ 12.8	1,464,100	19.1	+ 9.9
Radio and music stores	21,961,000	+ 12.1	11,203,400	51.0	+ 4.0

Table 5.--Retail Sales and Accounts Outstanding on Books
of Retail Firms on December 31, 1937, by Provinces

(Continued)

Kind of Business	1937 Retail Sales		Accounts Outstanding, December 31, 1937		
	Amount	%Change (1)	Amount	% of Sales	%Change (1)
	\$		\$		
<u>Restaurants, Cafeterias and</u> <u>Eating Places, Total</u>	51,940,000	+ 6.5	297,700	0.6	+ 13.5
<u>Other Retail Stores, Total ...</u>	445,817,000	+ 10.7	38,939,400	8.7	+ 7.4
Farmers' supply stores	45,320,000	+ 18.4	5,794,800	12.8	+ 9.4
Book stores	7,035,000	+ 12.0	888,700	12.6	+ 14.6
Coal and wood yards (including ice)	78,840,000	+ 3.8	11,588,300	14.7	+ 3.8
Drug stores	68,724,000	+ 7.3	2,369,900	3.4	+ 3.8
Florists	7,114,000	+ 10.3	720,300	10.1	- 10.1
Jewellery stores	21,943,000	+ 10.5	3,954,800	18.0	+ 16.8
Office, school and store supplies and equipment dealers	18,599,000	+ 18.8	4,037,600	21.7	+ 7.8
Tobacco stores and stands	26,605,000	+ 8.6	728,100	2.7	+ 8.5
Government liquor stores	74,305,000	+ 12.7	-	-	-
Miscellaneous kinds of business (including second hand stores) .	90,467,000	+ 5.4	8,856,900	9.8	+ 9.0

(1) Percent change from preceding year.

Table 6.--Retail Sales and Stocks on Hand, 1936 and 1937

All Stores and Selected Kinds of Business

Kind of Business	Total Sales		% of Change 1936-1937	Stocks on Hand, End of Year (at cost)		
	1936	1937		1936	1937	% of Change 1936-1937
All Stores, Total	2,208,142,000	2,453,715,000	+ 11.1	413,025,000	442,350,000	+ 7.1
Grocery and combination stores	325,261,000	347,752,000	+ 6.9	33,327,000	33,927,000	+ 1.8
Country general stores	182,734,000	194,480,000	+ 6.4	62,235,000	64,724,000	+ 4.0
Department stores	273,358,000	286,096,000	+ 5.4	38,386,000	40,229,000	+ 4.8
Men's and boys' clothing and furnishings	56,897,000	61,289,000	+ 7.7	19,934,000	21,907,000	+ 9.9
Family clothing stores	40,208,000	43,452,000	+ 8.1	14,138,000	15,212,000	+ 7.6
Women's apparel and accessories	49,676,000	52,318,000	+ 5.3	14,350,000	14,996,000	+ 4.5
Shoe stores	28,592,000	30,253,000	+ 5.8	11,537,000	12,414,000	+ 7.6
Hardware stores	53,972,000	59,741,000	+ 10.7	23,915,000	25,493,000	+ 6.1
Furniture stores	32,231,000	37,824,000	+ 17.4	10,539,000	11,181,000	+ 6.1
Drug stores	64,055,000	68,724,000	+ 7.3	21,250,000	21,781,000	+ 2.5

Table 7. --Retail Sales and Salaries and Wages paid to Employees in Retail Trade,
by Provinces and Kind-of-Business Groups, 1936 and 1937.

Province and Group	SALES			SALARIES AND WAGES		
	1936	1937	Per cent change 1937/1936	1936	1937	Per cent change 1937/1936
Prince Edward Island	11,351,000	11,748,000	+ 3.5	770,000	763,000	- 0.9
Nova Scotia	88,249,000	99,336,000	+ 12.6	6,904,000	7,587,000	+ 9.9
New Brunswick	66,965,000	76,656,000	+ 14.5	5,414,000	5,869,000	+ 8.4
Quebec	498,143,000	565,921,000	+ 13.6	50,668,000	55,684,000	+ 9.9
Ontario	913,223,000	1,022,063,000	+ 11.9	95,406,000	102,538,000	+ 7.5
Manitoba	148,541,000	161,253,000	+ 8.6	15,803,000	16,672,000	+ 5.5
Saskatchewan	131,935,000	129,166,000	- 2.1	11,236,000	11,416,000	+ 1.6
Alberta	338,853,000	352,408,000	+ 9.8	12,228,000	13,218,000	+ 8.1
British Columbia	208,913,000	232,740,000	+ 11.4	19,830,000	21,754,000	+ 9.7
(1) CANADA, TOTAL	2,208,142,000	2,453,715,000	+ 11.1	218,525,000	235,788,000	+ 7.9
Food group	485,001,000	519,354,000	+ 7.1	36,600,000	38,740,000	+ 5.8
Country general stores	182,734,000	194,480,000	+ 6.4	8,281,000	8,840,000	+ 6.8
General merchandise group	360,629,000	384,571,000	+ 6.6	51,157,000	54,505,000	+ 6.5
Automotive group	368,599,000	458,739,000	+ 24.5	33,048,000	37,219,000	+ 12.6
Apparel group	175,373,000	187,312,000	+ 6.8	18,723,000	20,116,000	+ 7.4
Building materials group	112,003,000	124,115,000	+ 10.8	11,917,000	13,018,000	+ 9.2
Furniture and household group	72,023,000	83,187,000	+ 15.5	11,131,000	12,103,000	+ 8.7
Restaurants, cafeterias and eating places	48,762,000	51,940,000	+ 6.5	9,800,000	10,373,000	+ 5.8
Other retail stores	402,818,000	445,817,000	+ 10.7	37,868,000	40,874,000	+ 7.9

(1) Includes Yukon and Northwest Territories.

Table 8.-Gross Margin Percentages of Net Sales for Independent Stores in Selected Kinds of Business, by Provinces, 1937
(Gross margins based upon aggregate sales and aggregate gross margins of the reporting firms)

Kind of Business	Canada			1937								
	1936	1937	Change	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
Candy and confectionery stores	28.2	28.2	0.0	(x)	27.5	27.0	31.7	32.4	24.8	20.0	21.0	26.7
Fruit and vegetable stores	19.0	19.5	+ 0.5	(x)	(x)	(x)	21.8	18.8	(x)	(x)	(x)	21.2
Grocery stores	16.6	16.0	- 0.6	18.3	15.2	14.5	16.9	16.2	16.2	15.1	14.5	15.8
Combination stores	17.6	17.1	- 0.5	16.8	16.2	16.3	17.8	17.2	15.9	17.4	15.2	16.0
Meat markets	22.6	21.4	- 1.2	(x)	18.8	21.5	20.4	20.8	21.5	24.4	24.7	22.5
Country General stores	16.3	16.2	- 0.1	16.3	15.9	14.5	17.0	16.2	14.6	16.1	16.6	15.9
Department stores	29.1	29.3	+ 0.2	33.0	30.5	28.8	32.0	30.2	27.2	30.1	27.5	26.4
Automobile dealers	16.6	17.6	+ 1.0	16.2	17.4	17.1	16.7	17.2	17.4	18.5	19.6	19.4
Accessories, tires and batteries	31.6	29.6	- 2.0	(x)	(x)	(x)	(x)	30.6	(x)	(x)	(x)	22.6
Filling stations	19.0	18.9	- 0.1	(x)	17.5	19.2	19.4	17.4	18.2	18.9	19.9	22.6
Men's and boys' clothing stores	30.5	30.7	+ 0.2	(x)	(x)	(x)	30.2	30.8	(x)	(x)	(x)	(x)
Men's furnishings stores	29.9	30.0	+ 0.1	(x)	(x)	(x)	30.3	31.0	29.0	27.4	28.5	29.5
Men's and boys' clothing and furnishings stores	28.1	28.3	+ 0.2	(x)	27.2	25.1	29.0	27.9	29.0	(x)	(x)	(x)
Custom tailors and made-to-measure clothing	56.7	57.5	+ 0.8	(x)	(x)	(x)	58.1	58.5	50.7	(x)	(x)	29.2
Family clothing stores	26.6	27.1	+ 0.5	(x)	26.3	22.4	27.2	27.8	25.4	24.3	30.0	29.2
Women's ready-to-wear stores	29.0	29.1	+ 0.1	(x)	(x)	24.3	27.8	29.7	33.1	27.1	29.3	30.5
Hosiery, corsets, lingerie	29.7	29.2	- 0.5	(x)	(x)	(x)	29.2	31.3	(x)	(x)	(x)	(x)
Millinery stores	44.0	42.1	- 1.9	(x)	(x)	(x)	51.6	43.6	(x)	(x)	(x)	(x)
Furriers--fur shops	40.2	37.2	- 3.0	(x)	(x)	(x)	39.1	36.4	(x)	(x)	(x)	(x)
Shoe stores	29.5	30.5	+ 1.0	(x)	31.2	25.9	27.9	29.8	31.9	27.6	31.5	36.2
Hardware stores	25.9	25.3	- 0.6	(x)	22.4	20.7	24.9	25.8	24.0	26.0	24.7	27.7
Lumber and building materials	26.8	25.7	- 1.1	(x)	21.7	27.8	25.8	26.4	28.8	25.4	26.1	24.3
Lumber and building materials, coal and wood	23.3	23.5	+ 0.2	(x)	(x)	(x)	33.8	21.3	24.1	23.7	25.2	24.1
Furniture stores	32.4	32.2	- 0.2	(x)	34.1	33.7	31.8	32.0	39.2	29.9	30.8	32.6
Radio and music stores	34.2	32.9	- 1.3	(x)	36.1	(x)	33.4	30.5	36.2	36.2	34.9	36.8
Restaurants, cafeterias and eating places	42.1	41.7	- 0.4	(x)	40.8	35.9	44.7	43.4	42.2	35.7	38.2	41.2
Book stores	31.9	30.9	- 1.0	(x)	27.4	30.8	31.2	31.6	(x)	(x)	(x)	29.9
Coal and wood yards (including ice)	19.9	20.4	+ 0.5	(x)	17.2	23.0	18.3	20.6	20.1	23.9	17.8	29.5
Drug stores	30.1	29.7	- 0.4	27.5	29.9	30.7	30.7	29.2	29.7	28.8	30.8	30.1
Jewellery stores	40.9	41.5	+ 0.6	(x)	43.6	42.7	39.1	41.8	39.0	40.5	41.5	42.9
Office, school and store supplies and equipment dealers	39.3	39.5	+ 0.2	(x)	(x)	(x)	40.3	38.0	41.0	(x)	(x)	(x)
Tobacco stores and stands	21.5	20.0	- 1.5	(x)	17.5	21.4	17.9	21.2	24.5	18.6	24.2	19.2

An (x) indicates that the number of reporting firms was too small to provide representative gross margin data.

C A N A D A

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MISCELLANEOUS STATISTICS
ON
RETAIL TRADE
CALENDAR YEAR
1938

Customers' Accounts Outstanding

Stocks on Hand

Salaries and Wages

-----+ + +-----

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No. 13

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Miscellaneous Statistics on Retail Trade, 1938

Reports have already been published showing estimated retail sales for 1938, in total and for selected kinds of business, both for Canada as a whole and also for the several provinces. This bulletin presents the results of compilations based on supplementary information secured in connection with the annual survey of retail trade conducted by the Internal Trade Branch of the Bureau of Statistics. The supplementary information secured relates to year-end inventories and accounts receivable and to pay-rolls for the year.

Since the flow of many lines of consumer goods must be well maintained during good times and bad, it is natural to find that retail trading as a whole fluctuates from year to year to a much smaller degree than do most other phases of economic activity. Retail sales were estimated at \$2,404,756,000 for 1938, down by only 2 per cent from the \$2,453,715,000 recorded for the preceding year. Results for individual lines of business reveal no marked deviations from the general trend. Even motor vehicle dealers, whose sales are generally most sensitive to variations in purchasing power, were able to maintain their annual turnover for 1938 within 7 per cent of the 1937 level. The decline in new motor vehicle sales alone was considerably greater than that recorded for the line of business as a whole. There were 121,165 new motor vehicles sold for \$135,011,908 in 1938, down 16 per cent in number and 10 per cent in dollar value from the preceding year. The smaller decline in aggregate turnover of motor vehicle dealers is evidence of the stabilizing influence which supplementary activities such as the sale of used cars, gas, oil and accessories and receipts from repair and service operations have on the trend in total business for this line of retail dealing.

Inventories in retail stores were estimated at \$433,060,400 at the close of 1938, also down by 2 per cent from the figure recorded for the end of 1937. Here again results for individual lines of business reveal marked similarity in percentage change in stocks over the period under review. A decline of 4 per cent in stocks carried by grocery stores and meat markets may be attributed to a similar decline in food prices, the Bureau's retail food price index declining from 79.1 for December, 1937 to 76.2 for December, 1938.

Comparison of year-to-year trends in retail sales and year-end inventories over the period for which data are available indicate that Canadian retail merchants have been fairly successful in keeping their inventory position in line with current requirements. It must be remembered, of course, that high and low points in inventory holdings seldom coincide with year-ends so that comparative figures for successive year-ends do not necessarily reveal the total variations in stocks on hand.

Customers accounts outstanding on retail merchants' books were 3 per cent higher at the end of 1938 than at the close of the preceding year. Total receivables were valued at \$249,707,300 at the end of 1938 compared with \$242,970,400 at the close of the earlier period. This increase in accounts outstanding during a period when sales were undergoing some curtailment would indicate that there was either a greater proportion of business transacted on a credit basis or that there was some increase in the average length of period for which accounts were outstanding.

Accounts outstanding on the books for country general stores totalled \$31,650,700 at the close of 1938, unchanged from the end of the preceding year, increases in Nova Scotia, Quebec and Ontario offsetting reductions in receivables in the other provinces of the Dominion. Accounts receivable for grocery and combination stores increased 2 per cent from \$18,133,500 at the end of 1937 to \$18,556,700 at the end of 1938. Separate figures for independent stores and chain stores reveal the much more restricted credit policy characteristic of the chain store in the food retailing field. Receivables on the books of independent grocery and combination stores totalled \$17,103,800 at the close of 1938 or 7.5 per cent of annual sales. The corresponding figure for chains was \$1,452,900 and, while this represented only 1.2 per cent of annual sales it was an increase of 21 per cent over the amount recorded for the chain store companies at the close of the preceding year. Accounts outstanding on the books of department stores were 4 per cent higher at the close of 1938 than on the corresponding date a year earlier, an increase which may be attributed at least in part to the more extensive credit facilities introduced in 1937. Accounts receivable were unchanged in British Columbia over the period under review; Prince Edward Island and Alberta reported decreases while in all other provinces there were increases. Provincial figures are shown in the attached tables.

Salaries and wages paid to employees totalled \$239,967,000 in 1938, up 2 per cent from the \$235,788,000 calculated for 1937. Alberta reported the greatest percentage increase with a gain of 8 per cent followed by Quebec with a gain of 4 per cent. Prince Edward Island and Manitoba reported minor decreases while other provinces indicated slight increases in payroll.

Table 1.--Trend in Sales, Stocks and Receivables in Retail Trade, 1937-1938

(All Stores and Selected Kinds of Business)

Kind of Business	RETAIL SALES			Year-end stocks	Year-end receivables
	Number stores reporting	Number reporting increase	% Change 1938/1937	% Change 1938/1937	% Change 1938/1937
TOTAL, ALL STORES	25,908	10,956	- 2.0	- 2.1	+ 2.8
Candy and confectionery stores	594	270	- 1.9	+ 1.1	+ 1.1
Dairy product dealers (other than manufacturing dairies)	161	89	+ 3.4	- 2.2	+ 2.4
Fruit and vegetable stores	220	91	- 2.0	+ 1.5	+ 12.9
Grocery and combination stores	4,915	2,039	- 0.4	- 4.2	+ 2.3
Meat markets (including fish markets)	1,033	519	+ 1.6	- 4.3	- 1.6
Country General Stores	2,957	1,321	- 1.3	- 2.0	(x)
Department stores	124	34	- 3.3	- 3.5	+ 3.8
Dry goods stores	313	97	- 2.6	- 2.1	- 1.2
General merchandise stores	113	44	- 7.3	- 1.4	- 3.8
Variety stores	492	227	+ 1.9	+ 6.3	+ 20.6
Motor vehicle dealers	1,236	490	- 6.5	- 4.0	+ 2.3
Accessories, tires and batteries ...	172	103	+ 4.9	- 3.9	+ 2.4
Filling stations	589	326	+ 4.1	+ 2.4	+ 7.1
Garages	432	229	+ 2.4	+ 3.2	(x)
Men's and boys' clothing and fur- nishings (including custom tailors)	940	236	- 7.7	- 1.2	+ 5.2
Family clothing stores	570	141	- 6.7	- 0.3	+ 0.5
Women's apparel and accessories stores	1,021	378	- 3.3	- 1.8	+ 4.6
Shoe stores	712	244	- 3.2	- 1.9	+ 5.1
Hardware stores	1,134	520	+ 0.4	- 1.2	+ 2.8
Lumber and building material dealers	1,082	506	- 2.3	- 4.3	+ 0.5
Other building materials (including roofing materials)	22	12	+ 4.5	- 0.2	+ 5.7
Electrical, heating and plumbing, paint and glass	171	92	+ 0.1	- 2.9	+ 3.2
Furniture stores	422	149	- 5.7	- 0.3	+ 4.5
Household appliance stores	336	142	- 3.7	- 1.6	+ 12.3
Other home furnishings (including floor coverings, curtains, etc.)..	125	38	- 7.6	- 3.4	+ 0.4
Radio and music stores	287	97	- 7.4	+ 0.2	- 0.2
Farmers' supply stores	404	148	- 5.1	- 6.0	+ 0.3
Book stores	114	52	- 0.1	+ 2.3	+ 0.9
Coal and wood yards	512	287	- 2.3	- 0.1	+ 4.3
Drug stores	1,482	663	- 0.8	+ 1.1	+ 2.4
Florists	158	72	- 2.3	+ 1.0	- 0.6
Jewellery stores	382	188	- 2.6	- 1.1	+ 5.9
Office, school and store supplies and equipment dealers	215	92	- 3.5	- 3.9	+ 1.2
Tobacco stores and stands	497	189	+ 0.1	- 0.2	+ 7.3

(x) No change.

Table 2.--Retail Sales and Stocks on Hand, 1937 and 1938
(All Stores and Selected Kinds of Business)

Kind of Business	Total Sales		Stocks on Hand, End of Year (at cost)		% of Change 1938/1937
	1937	1938	1937	1938	
All Stores, Total	\$ 2,453,715,000	\$ 2,404,756,000	\$ 142,350,000	\$ 133,060,000	- 2.1
Grocery and combination stores	347,752,000	346,397,000	33,927,000	32,502,000	- 4.2
Country general stores	198,480,000	195,866,000	64,724,000	63,430,000	- 2.0
Department stores	288,096,000	278,539,000	40,229,000	38,821,000	- 3.5
Men's and boys' clothing and furnishings stores ..	61,289,000	56,543,000	21,907,000	21,644,000	- 1.2
Family clothing stores	43,452,000	40,559,000	15,212,000	15,121,000	- 0.6
Women's apparel and accessories stores	52,318,000	50,572,000	14,996,000	14,726,000	- 1.8
Shoe stores	30,253,000	29,288,000	12,444,000	12,178,000	- 1.9
Hardware stores	59,741,000	59,978,000	25,493,000	25,187,000	- 1.2
Furniture stores	37,824,000	35,656,000	11,181,000	11,148,000	- 0.3
Drug stores	68,724,000	68,164,000	21,781,000	22,020,000	+ 1.1

Table 3.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1938, by Provinces

Province	Retail Sales, 1938		Accounts Outstanding, December 31, 1938		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
CANADA(2)	2,404,756,000	- 2.0	249,707,300	10.4	+ 2.8
Prince Edward Island	11,122,000	- 5.3	1,769,700	15.9	- 6.5
Nova Scotia	95,819,000	- 3.5	11,239,100	11.7	+ 3.7
New Brunswick	71,637,000	- 6.5	9,619,400	13.4	+ 3.9
Quebec	561,192,000	- 0.8	56,444,500	10.1	+ 7.1
Ontario	988,696,000	- 3.3	92,426,900	9.3	+ 2.1
Manitoba	160,690,000	- 0.3	14,341,100	8.9	+ 3.5
Saskatchewan	129,309,000	+ 0.1	24,971,100	19.3	+ 1.9
Alberta	161,491,000	+ 6.0	17,260,700	10.7	- 2.8
British Columbia	222,386,000	- 4.4	21,351,900	9.6	+ 0.3

(1) Percentage change from preceding year.

(2) Includes Yukon and Northwest Territories.

Table 4.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1938, by Types of Operation

Type of Operation and Kind of Business	Retail Sales, 1938		Accounts Outstanding, December 31, 1938		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
All Stores, Total	2,404,756,000	- 2.0	249,707,300	10.4	+ 2.8
Independent stores	1,990,307,700	- 2.4	212,633,600	10.7	+ 1.5
Chain stores	414,448,300	+ 0.1	37,073,700	8.9	+ 10.6
Grocery and Combination Stores, Total	346,397,000	- 0.4	18,556,700	5.4	+ 2.3
Independent stores	229,548,000	- 0.8	17,103,800	7.5	+ 1.0
Chain stores	116,849,000	+ 0.4	1,452,900	1.2	+ 21.3
Shoe Stores, Total	29,288,000	- 3.2	748,700	2.6	+ 5.1
Independent stores	19,271,000	- 4.4	701,800	3.6	+ 4.6
Chain stores	10,017,000	- 0.8	46,900	0.5	+ 12.7
Drug Stores, Total	68,164,000	- 0.8	2,427,200	3.6	+ 2.4
Independent stores	54,036,900	- 1.0	2,269,300	4.2	+ 2.3
Chain stores	14,127,100	- 0.3	157,900	1.1	+ 4.7

(1) Percentage change from preceding year.

Table 5.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1938, by Kinds of Business

Kind of Business	1938 Retail Sales		Accounts Outstanding, December 31, 1938		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
TOTAL, ALL STORES	2,404,756,000	- 2.0	249,707,300	10.4	+ 2.8
Food Group, Total	518,893,000	- 0.1	26,061,000	5.0	+ 2.0
Bakery product stores (other than manufacturing bakeries)	9,759,000	- 2.1	6,900	0.1	- 16.9
Candy and confectionery stores ..	38,863,000	- 1.9	619,200	1.6	+ 1.1
Dairy products dealers (other than manufacturing dairies)	37,062,000	+ 3.4	1,854,600	5.0	+ 2.4
Fruit and vegetable stores	14,690,000	- 2.0	352,200	2.4	+ 12.9
Grocery and combination stores ..	346,397,000	- 0.4	18,556,700	5.4	+ 2.3
Meat markets (including fish markets)	65,895,000	+ 1.6	3,488,900	5.3	- 1.6
Other food stores	6,227,000	- 1.9	1,182,500	19.0	+ 4.2
Country General Stores, Total.	195,866,000	- 1.3	31,650,700	16.2	(x)
General Merchandise Group, Total	373,953,000	- 2.8	29,262,200	7.8	+ 2.8
Department stores	278,539,000	- 3.3	25,229,200	9.1	+ 3.8
Dry goods stores	25,928,000	- 2.6	1,312,400	5.1	- 1.2
General merchandise stores	16,930,000	- 7.3	2,654,900	15.7	- 3.8
Variety stores	52,556,000	+ 1.9	65,700	0.1	+ 20.6
Automotive Group, Total	441,977,000	- 3.7	31,369,400	7.1	+ 2.8
Motor vehicle dealers	311,026,000	- 6.5	21,126,500	6.8	+ 2.3
Accessories, tires and batteries.	9,785,000	+ 4.9	935,500	9.6	+ 2.4
Filling stations	80,310,000	+ 4.1	4,176,900	5.2	+ 7.1
Garages	37,807,000	+ 2.4	4,583,200	12.1	(x)
Other automotive establishments .	3,049,000	+ 7.9	547,300	18.0	+ 16.6
Apparel Group, Total	176,962,000	- 5.5	16,016,500	9.1	+ 3.6
Men's and boys' clothing and fur- nishings (includes custom tailors)	56,543,000	- 7.7	5,475,600	9.7	+ 5.2
Family clothing stores	40,559,000	- 6.7	4,826,500	11.9	+ 0.5
Women's apparel and accessories stores	50,572,000	- 3.3	4,965,700	9.8	+ 4.6
Shoe stores	29,288,000	- 3.2	748,700	2.6	+ 5.1
Building Materials Group, Total	123,572,000	- 0.4	33,592,200	27.2	+ 1.8
Hardware stores	59,978,000	+ 0.4	12,341,500	20.6	+ 2.8
Lumber and building materials dealers	45,321,000	- 2.3	17,254,100	38.1	+ 0.5
Other building materials (in- cluding roofing materials)	6,647,000	+ 0.5	1,058,100	15.9	+ 5.7
Electrical, heating and plumbing, paint and glass shops	11,626,000	+ 0.1	2,938,500	25.3	+ 3.2
Furniture and Household Group, Total	78,213,000	- 6.0	41,076,700	52.5	+ 5.1
Furniture stores	35,656,000	- 5.7	16,687,900	46.8	+ 4.5
Household appliance stores	15,164,000	- 3.7	11,742,100	77.4	+ 12.3
Other home furnishings stores ...	7,065,000	- 7.6	1,470,100	20.8	+ 0.4
Radio and music stores	20,328,000	- 7.4	11,176,600	55.0	- 0.2

Table 5.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1938, by Kinds of Business (Cont'd)

Kind of Business	1938 Retail Sales		Accounts Outstanding, December 31, 1938		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
Restaurants, Cafeterias and Eating Places	50,176,000	- 3.4	301,800	0.6	+ 1.4
Other Retail Stores	445,144,000	- 0.2	40,376,800	9.1	+ 3.7
Farmers' supply stores	43,024,000	- 5.1	5,809,800	13.5	+ 0.3
Book stores	7,031,000	- 0.1	896,900	12.8	+ 0.9
Coal and wood yards (including ice)	77,060,000	- 2.3	12,089,400	15.7	+ 4.3
Drug stores	68,164,000	- 0.8	2,427,200	3.6	+ 2.4
Florists	6,950,000	- 2.3	715,900	10.3	- 0.6
Jewellery stores	21,382,000	- 2.6	4,188,600	19.6	+ 5.9
Office, school and store supplies and equipment dealers	17,953,000	- 3.5	4,087,700	22.8	+ 1.2
Tobacco stores and stands	26,640,000	+ 0.1	781,500	2.9	+ 7.3
Government liquor stores	77,298,000	+ 4.0	-	-	-
Miscellaneous kinds of business (including secondhand stores) ..	99,642,000	+ 2.4	9,379,800	9.4	+ 5.9

(1) Percent change from preceding year.

(x) No change.

Table 7.--Retail Sales and Salaries and Wages Paid to Employees in Retail Trade
by Provinces and Kind-of-Business Groups, 1937 and 1938

Province and Group	SALES			SALARIES AND WAGES		
	1937	1938	Per cent change 1938/1937	1937	1938	Per cent change 1938/1937
Prince Edward Island	\$ 11,748,000	\$ 11,122,000	- 5.3	\$ 763,000	\$ 755,000	- 1.0
Nova Scotia	99,336,000	95,819,000	- 3.5	7,587,000	7,860,000	+ 3.9
New Brunswick	76,656,000	71,637,000	- 6.5	5,869,000	5,910,000	+ 0.7
Quebec	565,921,000	561,192,000	- 0.8	55,684,000	58,119,000	+ 4.4
Ontario	1,022,068,000	988,696,000	- 3.3	102,538,000	102,608,000	+ 0.1
Manitoba	161,253,000	160,690,000	- 0.3	16,672,000	16,484,000	- 1.1
Saskatchewan	129,166,000	129,309,000	+ 0.1	11,416,000	11,596,000	+ 1.6
Alberta	152,408,000	161,491,000	+ 6.0	13,218,000	14,207,000	+ 7.5
British Columbia	232,740,000	222,366,000	- 4.4	21,754,000	22,117,000	+ 1.7
CANADA, TOTAL (1)	2,453,715,000	2,404,756,000	- 2.0	235,788,000	239,967,000	+ 1.8
Food group	519,354,000	518,893,000	- 0.1	38,740,000	40,184,000	+ 3.7
Country general stores	198,480,000	195,866,000	- 1.3	8,840,000	9,187,000	+ 3.9
General merchandise group	384,571,000	373,953,000	- 2.8	54,505,000	53,870,000	- 1.2
Automotive group	458,939,000	441,977,000	- 3.7	37,219,000	36,681,000	- 3.9
Apparel group	187,312,000	176,962,000	- 5.5	20,116,000	20,243,000	+ 0.6
Building materials group	124,115,000	123,572,000	- 0.4	13,425,000	13,425,000	+ 3.1
Furniture and household group	83,187,000	78,213,000	- 6.0	12,103,000	12,348,000	+ 2.0
Restaurants, cafeterias and eating places	51,940,000	50,176,000	- 3.4	10,373,000	10,408,000	+ 0.3
Other retail stores	445,817,000	445,144,000	- 0.2	40,874,000	41,621,000	+ 1.8

(1) Includes Yukon and Northwest Territories.

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MERCHANDISING Fifth 2nd

CANADA
DOMINION BUREAU OF STATISTICS
CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MISCELLANEOUS STATISTICS
ON
RETAIL TRADE
CALENDAR YEAR
1939

Customers' Accounts Outstanding
Stocks on Hand
Salaries and Wages

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Published by Authority of the Hon. James A. MacKinnon, M.P.,
Minister of Trade and Commerce.

+ + +

OTTAWA

1940

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Minister of Trade and Commerce

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DOMINION BUREAU OF STATISTICS
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OTTAWA, CANADA

Dominion Statistician:
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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

Miscellaneous Statistics on Retail Trade, 1939

Reports have already been issued showing total estimated retail sales in Canada and in each of the provinces for 1939. This bulletin contains the results of calculations based on information regarding payroll, outstanding accounts and year-end inventories secured in connection with the annual survey of retail trading establishments on which the estimates of retail sales are based.

The dollar volume of retail merchandise trade in Canada is estimated at \$2,447,658,000 for 1939 or 1.8 per cent above the \$2,404,756,000 recorded for the preceding year. Salaries and wages paid to employees in retail trading establishments but exclusive of compensation of proprietors are estimated at \$245,871,000 for 1939 or 2.5 per cent above the \$235,788,000 paid out in 1938. Increased payrolls were reported in all provinces, a gain of 8.8 per cent in Saskatchewan exceeding the increases reported in other regions and comparing with an increase of 11.7 per cent in sales in the same province. Percentage increases in payroll over 1938 for other provinces are as follows: Prince Edward Island, 3.6 per cent; Nova Scotia, 4.3 per cent; New Brunswick, 2.5 per cent; Quebec, 2.5 per cent; Ontario, 1.6 per cent; Manitoba, 3.1 per cent; Alberta, 3.8 per cent and British Columbia, 0.8 per cent.

Retailers' inventories were valued 7.5 per cent higher at the end of 1939 than on the corresponding date in 1938, a gain considerably in excess of the 1.8 per cent increase in sales over the period under review and indicative of the inventory buying carried on by retail merchants during the latter part of the year. Total retail inventories were estimated at \$465,540,000 at the end of 1939 compared with \$433,060,000 at the close of the preceding year. Practically all lines of business reported increased inventories. Department store inventories at \$45,304,000 were up by 16.7 per cent; grocery and combination stores reported an increase of 11.4 per cent; country general stores, 7.6 per cent; shoe stores, 10.3 per cent; hardware stores, 7.7 per cent; furniture stores, 9.4 per cent and drug stores 2.6 per cent. Motor vehicle dealers form the most important exception to the general trend; inventories on hand at the close of 1939 for this trade averaged 7.6 per cent lower than at the end of 1938.

Customers' accounts outstanding on retail merchants' books averaged slightly higher at the end of 1939 than at the close of the preceding year. Total receivables were valued at \$255,633,800 at the end of 1939 compared with \$249,707,300 at the close of 1938. A marked decrease in the amount owing to retail merchants was recorded in Saskatchewan where increased income from improved crop conditions was used in part to liquidate debts incurred during less prosperous years. Accounts outstanding on retail merchants' books declined by 7.3 per cent in Saskatchewan from \$24,971,100 at the close of 1938 to \$23,157,100 at the end of 1939. Manitoba also reported a slight decrease of 0.9 per cent in receivables outstanding while all other provinces reported increases ranging from 1.0 per cent in Prince Edward Island to 5.1 per cent in Quebec.

Results for individual lines of business reveal considerable differences in experience in the matter of outstanding debts. Country general stores reported a decline in receivables of 3.6 per cent. But most lines of trade averaged higher in outstanding accounts at the end of 1939 than at the close of the preceding year. Department stores averaged 9.1 per cent higher at \$27,513,300 at the end of 1939 compared with \$25,229,200 at the close of 1938. Accounts outstanding on the books of motor vehicle dealers were up by 2.3 per cent, furniture stores were up 11.3 per cent and jewellery stores 8.8 per cent. Figures for these and other lines of business are shown in the attached tables.

Table 1.--Retail Sales and Stocks on Hand, 1938 and 1939

(All Stores and Selected Kinds of Business)

Kind of Business	Total Sales		Stocks on Hand, End of Year	
	1938	1939	1938	1939
	\$	\$	\$	\$
All Stores, Total	2,404,756,000	2,447,658,000	433,060,000	465,540,000
				+ 7.5
Grocery and combination stores	346,397,000	351,410,000	32,502,000	37,084,000
				+ 11.4
Country general stores	195,866,000	192,188,000	63,430,000	68,250,000
				+ 7.6
Department stores	278,539,000	289,887,000	38,821,000	45,304,000
				+ 16.7
Men's and boys' clothing and furnishings stores ..	56,543,000	58,058,000	21,644,000	23,636,000
				+ 9.2
Family clothing stores	40,559,000	42,206,000	15,121,000	16,845,000
				+ 11.4
Women's apparel and accessories stores	50,572,000	52,520,000	14,726,000	15,565,000
				+ 5.7
Shoe stores	29,288,000	29,327,000	12,178,000	13,432,000
				+ 10.3
Hardware stores	59,978,000	60,644,000	25,187,000	27,127,000
				+ 7.7
Furniture stores	35,656,000	36,698,000	11,143,000	12,196,000
				+ 9.4
Drug stores	68,164,000	69,643,000	22,020,000	22,593,000
				+ 2.6

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Table 2.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1939, by Provinces

Province	Retail Sales, 1939		Accounts Outstanding, December 31, 1939		
	Amount \$	% Change (1)	Amount \$	% of Sales	% Change. (1)
CANADA(2)	2,447,658,000	+ 1.8	255,633,800	10.4	+ 2.4
Prince Edward Island	11,431,000	+ 2.8	1,786,700	15.6	+ 1.0
Nova Scotia	98,864,000	+ 3.2	11,665,500	11.8	+ 3.8
New Brunswick	74,276,000	+ 3.7	10,045,800	13.5	+ 4.4
Quebec	564,537,000	+ 0.6	59,343,500	10.5	+ 5.1
Ontario	1,002,071,000	+ 1.4	95,723,600	9.6	+ 3.6
Manitoba	161,835,000	+ 0.7	14,207,800	8.8	- 0.9
Saskatchewan	144,477,000	+ 11.7	23,157,100	16.0	- 7.3
Alberta	164,211,000	+ 1.7	17,704,300	10.8	+ 2.6
British Columbia	223,769,000	+ 0.6	21,739,900	9.7	+ 1.8

(1) Percentage change from preceding year.

(2) Includes Yukon and Northwest Territories.

Table 3.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1939, by Types of Operation

Type of Operation and Kind of Business	Retail Sales, 1939		Accounts Outstanding, December 31, 1939		
	Amount \$	% Change (1)	Amount \$	% of Sales	% Change (1)
All Stores, Total	2,447,658,000	+ 1.8	255,633,800	10.4	+ 2.4
Independent stores	2,015,631,900	+ 1.3	219,691,000	10.9	+ 3.3
Chain stores	432,026,100	+ 4.2	35,942,800	8.3	- 3.1
Grocery and Combination Stores, Total	351,410,000	+ 1.4	18,690,300	5.3	+ 0.7
Independent stores	227,583,800	- 0.9	17,364,300	7.6	+ 1.5
Chain stores	123,826,200	+ 6.0	1,326,000	1.1	- 8.7
Shoe Stores, Total	29,327,000	+ 0.1	755,200	2.6	+ 0.9
Independent stores	18,662,400	- 3.2	706,500	3.8	+ 0.7
Chain Stores	10,664,600	+ 6.5	48,700	0.5	+ 3.8
Drug Stores, Total	69,643,000	+ 2.2	2,405,500	3.5	- 0.9
Independent stores	55,391,200	+ 2.5	2,242,500	4.0	- 1.2
Chain stores	14,251,800	+ 0.9	163,000	1.1	+ 3.2

(1) Percentage change from preceding year.

Table 4.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1939, by Kinds of Business

Kind of Business	1939 Retail Sales		Accounts Outstanding, December 31, 1939		
	Amount \$	% Change (1)	Amount \$	% of Sales	% Change (1)
TOTAL, ALL STORES	2,447,658,000	+ 1.8	255,633,800	10.4	+ 2.4
Food Group, Total	524,146,000	+ 1.0	26,548,200	5.1	+ 1.9
Bakery Product stores (other than manufacturing bakeries)	9,438,000	- 3.3	6,400	0.1	- 7.2
Candy and confectionery stores ...	38,722,000	- 0.4	614,200	1.6	- 0.8
Dairy products dealers (other than manufacturing dairies)	37,654,000	+ 1.6	2,023,300	5.4	+ 9.1
Fruit and vegetable stores	15,036,000	+ 2.4	384,700	2.6	+ 9.2
Grocery and combination stores ...	351,410,000	+ 1.4	18,690,300	5.3	+ 0.7
Meat markets (including fish markets)	65,590,000	- 0.5	3,606,500	5.5	+ 3.4
Other food stores	6,296,000	+ 1.1	1,222,800	19.4	+ 3.4
Country General Stores, Total ...	192,188,000	- 1.9	30,523,200	15.9	- 3.6
General Merchandise Group, Total	390,027,000	+ 4.3	31,639,900	8.1	+ 8.1
Department stores	289,887,000	+ 4.1	27,513,300	9.5	+ 9.1
Dry goods stores	26,018,000	+ 0.3	1,383,900	5.3	+ 5.4
General merchandise stores	17,095,000	+ 1.0	2,674,000	15.6	+ 0.7
Variety stores	57,027,000	+ 8.5	68,700	0.1	+ 4.6
Automotive Group, Total	441,246,000	- 0.2	31,963,100	7.2	+ 1.9
Motor vehicle dealers	302,889,000	- 2.6	21,618,600	7.1	+ 2.3
Accessories, tires and batteries ..	10,300,000	+ 5.3	964,300	9.4	+ 3.1
Filling stations	86,118,000	+ 7.2	4,278,700	5.0	+ 2.4
Garages	38,887,000	+ 2.9	4,553,700	11.7	- 0.6
Other automotive establishments ...	3,052,000	+ 0.1	547,800	17.9	+ 0.1
Apparel Group, Total	182,111,000	+ 2.9	16,873,100	9.3	+ 5.3
Men's and boys' clothing and furnishings (includes custom tailors)	58,058,000	+ 2.7	5,612,600	9.7	+ 2.5
Family clothing stores	42,206,000	+ 4.1	4,953,000	11.7	+ 2.6
Women's apparel and accessories stores	52,520,000	+ 3.9	5,552,300	10.6	+ 11.8
Shoe stores	29,327,000	+ 0.1	755,200	2.6	+ 0.9
Building Materials Group, Total ..	127,734,000	+ 3.4	33,192,400	26.0	- 1.2
Hardware stores	60,644,000	+ 1.1	12,136,700	20.0	- 1.7
Lumber and building materials dealers	48,716,000	+ 7.5	16,810,000	34.5	- 2.6
Other building materials (including roofing materials)	6,845,000	+ 3.0	1,163,900	17.0	+ 10.0
Electrical, heating and plumbing, paint and glass shops	11,529,000	- 0.8	3,081,800	26.7	+ 4.9

Table 4.--Retail Sales and Accounts Outstanding on Books of Retail Firms
on December 31, 1939, by Kinds of Business (Cont'd)

Kind of Business	1939 Retail Sales		Accounts Outstanding, December 31, 1939		
	Amount	% Change (1)	Amount	% of Sales	% Change (1)
	\$		\$		
Furniture and Household Group, Total	79,326,000	+ 1.4	42,666,800	53.8	+ 3.9
Furniture stores	36,698,000	+ 2.9	18,577,000	50.6	+ 11.3
Household appliance stores	14,791,000	- 2.5	11,408,300	77.1	- 2.8
Other home furnishings stores	7,185,000	+ 1.7	1,537,600	21.4	+ 4.6
Radio and music stores	20,652,000	+ 1.6	11,143,900	54.0	- 0.3
Restaurants, Cafeterias and Eating Places	49,969,000	- 0.4	330,800	0.7	+ 9.6
Other Retail Stores	460,911,000	+ 3.5	41,896,300	9.1	+ 3.8
Farmers' supply stores	40,038,000	- 6.9	5,662,200	14.1	- 2.5
Book stores	7,122,000	+ 1.3	825,300	11.6	- 8.0
Coal and wood yards (including ice)	83,135,000	+ 7.9	12,127,300	14.6	+ 0.3
Drug stores	69,643,000	+ 2.2	2,405,500	3.5	- 0.9
Florists	6,772,000	- 2.6	711,600	10.5	- 0.6
Jewellery stores	23,044,000	+ 7.8	4,558,900	19.8	+ 8.8
Office, school and store supplies and equipment dealers	18,551,000	+ 3.3	4,383,700	23.6	+ 7.2
Tobacco stores and stands	27,323,000	+ 2.6	833,800	3.1	+ 6.7
Government liquor stores	81,227,000	+ 5.1	-	-	-
Miscellaneous kinds of business (including secondhand stores) ...	104,056,000	+ 4.4	10,388,000	10.0	+ 10.7

(1) Percent change from preceding year.

Table 5.--Retail Sales and Salaries and Wages Paid to Employees in Retail Trade
by Provinces and Kind-of-Business Groups, 1938 and 1939

Province and Group	S A L E S			SALARIES AND WAGES		
	1938	1939	Per cent change 1939/1938	1938	1939	Per cent change 1939/1938
	\$	\$		\$	\$	
Prince Edward Island	11,122,000	11,431,000	+ 2.8	755,000	782,000	+ 3.6
Nova Scotia	95,819,000	98,864,000	+ 3.2	7,880,000	8,222,000	+ 4.3
New Brunswick	71,637,000	74,276,000	+ 3.7	5,910,000	6,056,000	+ 2.5
Quebec	561,192,000	564,537,000	+ 0.6	58,119,000	59,543,000	+ 2.5
Ontario	988,696,000	1,002,071,000	+ 1.4	102,608,000	104,301,000	+ 1.6
Manitoba	160,690,000	161,835,000	+ 0.7	16,484,000	17,003,000	+ 3.1
Saskatchewan	129,309,000	144,477,000	+ 11.7	11,416,000	12,622,000	+ 8.8
Alberta	161,491,000	164,211,000	+ 1.7	13,218,000	14,740,000	+ 3.8
British Columbia	222,386,000	223,769,000	+ 0.6	21,754,000	22,304,000	+ 0.8
CANADA, TOTAL (1)	2,404,756,000	2,447,658,000	+ 1.8	235,788,000	245,871,000	+ 2.5
Food group	518,893,000	524,146,000	+ 1.0	38,740,000	41,288,000	+ 2.7
Country general stores	195,866,000	192,188,000	+ 1.9	8,840,000	9,495,000	+ 3.4
General merchandise group	373,953,000	390,027,000	+ 4.3	54,505,000	54,974,000	+ 2.0
Automotive group	441,977,000	441,246,000	+ 0.2	37,219,000	38,933,000	+ 0.7
Apparel group	176,962,000	182,111,000	+ 2.9	20,116,000	20,902,000	+ 3.3
Building materials group	123,572,000	127,574,000	+ 3.4	13,018,000	14,008,000	+ 4.3
Furniture and household group	78,213,000	79,326,000	+ 1.4	12,103,000	12,614,000	+ 2.2
Restaurants, cafeterias and eating places	50,176,000	49,969,000	+ 0.4	10,373,000	10,476,000	+ 0.7
Other retail stores	445,144,000	460,911,000	+ 3.5	40,874,000	43,181,000	+ 3.7

(1) Includes Yukon and Northwest Territories.

